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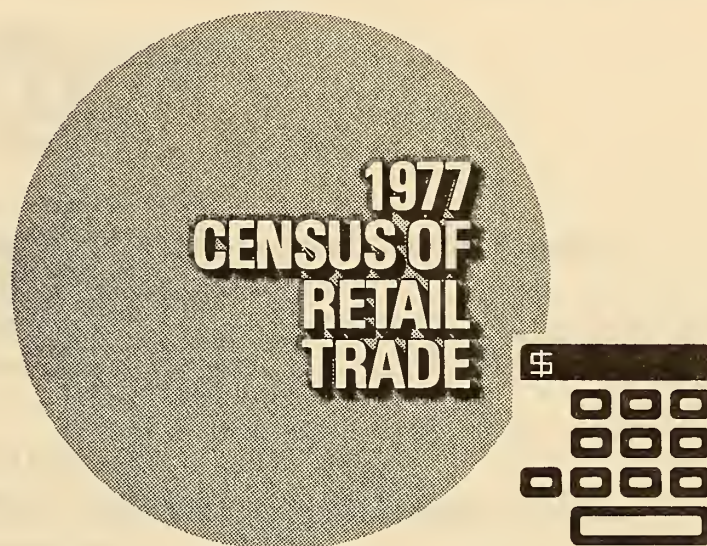
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Major Retail Centers
in Standard Metropolitan
Statistical Areas

New Jersey

1977 CENSUS OF RETAIL TRADE

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**Major Retail Centers
in Standard Metropolitan
Statistical Areas**

New Jersey



U.S. Department of Commerce

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ACKNOWLEDGMENTS—Many persons participated in the various activities of the 1977 Census of Retail Trade. Primary direction of the program was performed by Shirley Kallek, Associate Director for Economic Fields, and Richard B. Quanrud, Assistant Director for Economic and Agriculture Censuses.

This report was prepared in the Business Division under the general direction of Tyler R. Sturdevant, Chief. Michael G. Farrell, Assistant Chief for Census Programs, was responsible for overall planning and management of the Division's census programs; he also coordinated activities with other divisions.

Planning and implementing this report were under the direction of Bobby E. Russell, Chief, Retail Census Branch, with primary staff assistance by Dennis P. Pike, Mark E. Wallace, Merrihew Scarborough, Don Overton, Scott Dillon, and John Vignali. Alvin H. Barten, assisted by Sidney O. Marcus, coordinated activities, specifications, and procedures with the other economic censuses. Computer programs were developed under the general supervision of Heyward D. Glisson, Assistant Division Chief for Data Processing. William C. Wester, Chief, Census Programming Branch, assisted by Andrew K. Nelson and Leonard S. Sammarco, was primarily responsible for planning and implementing the programs.

Bureau delineation of major retail centers was conducted by the Field Division, Richard Burt, Chief, under the direction of Darren Althouse, Chief, Economic Surveys Branch, assisted by John Guest.

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This report is a retabulation of selected data from the 1977 Census of Retail Trade previously included in the Geographic Area Series (RC77-A) of reports. The many individuals who contributed to the planning, implementation, and review of the entire census thereby helped make this report possible.

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WHAT IS IN THE TABLES

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers			
					No. 2	No. 3	No. 4	No. 5

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district ²	City	Standard metropolitan statistical area

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area

AIDS TO TABLE USE

DESCRIPTIONS OF MAJOR RETAIL CENTERS

The boundaries of each major retail center are described in appendix E. Descriptions begin with the north boundary and continue clockwise through all the boundaries.

MAPS

The report includes a map of each standard metropolitan statistical area (SMSA) and of each central business district (CBD), showing CBD boundary streets, major roads, and census tracts. It also includes a map showing the location of each CBD, major retail center (MRC), and central city in the SMSA.

DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars (i.e., 1977 data are expressed in 1977 dollars and 1972 data are expressed in 1972 dollars).

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

CBD	Central Business District.
(D)	Withheld to avoid disclosing data for individual companies.
MRC	Major Retail Center.
(NA)	Not available.
(NC)	Not comparable.
SIC	Standard Industrial Classification.
SMSA	Standard Metropolitan Statistical Area.
(X)	Not applicable.
—	Zero.

INTRODUCTION

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HISTORY OF THE ECONOMIC CENSUSES

The economic censuses are comprehensive and periodic canvasses of the Nation's industrial and business activities. Taken by the Census Bureau, a part of the U.S. Department of Commerce, the censuses provide a detailed statistical profile of a large segment of the national economy.

The first economic census of the United States was conducted as part of the 1810 decennial census, when inquiries on manufacturing were included with the census of population. All other decennial censuses through 1900, except in 1830, contained questions on manufacturing. In 1904 the quinquennial census of manufacturing began. It was conducted every fifth year until 1920 and every second year from 1921 to 1939. Although some distributive trade data were collected in the decennial census of 1840, the first census of business was taken in 1929. It covered only retail and wholesale trades, but beginning with the second business census in 1933 and in succeeding censuses various services also have been included. Business censuses were subsequently taken for 1935 and 1939 and after a wartime interruption were resumed in 1948. Beginning in 1954, and continuing in the censuses of 1958, 1963, 1967, and 1972, the business censuses have been conducted concurrently with the censuses of manufactures and mineral industries. Beginning with the 1967 censuses, Congress authorized the economic censuses to be taken at 5-year intervals covering years ending in "2" and "7".

USES OF THE ECONOMIC CENSUSES

The economic censuses are the primary source of facts about the structure and functioning of the economy and, therefore, provide information essential for both government and business. The censuses furnish an important part of the framework for such composite measures as the national accounts. In forecasting and planning, they are especially useful in analyzing the national product in terms of the transactions that determine its size and composition. The economic censuses also provide weights and benchmarks for indexes of industrial production, productivity, and price, all of which are essential for understanding current economic developments.

Manufacturers and distributors make widespread use of the economic censuses in establishing measures of their potential markets by areas, kinds of businesses, and kinds of products. Management in various industries and trades get facts from them

for use in economic or sales forecasting, analyzing sales performance, laying out sales territories, allocating advertising budgets, and locating plants, warehouses, and stores. Trade organizations use census statistics for insight into changes in the structure of industry. State and local governments use the geographic detail that describes the patterns of economic change in individual communities. Local business organizations and research groups do too.

Following every census, reports are purchased by thousands of businesses and other users; likewise, census facts are widely disseminated by trade associations, business journals, and the daily press. Volumes containing census statistics are available in most major public and college libraries.

AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which direct that they be taken at 5-year intervals. The 1977 Economic Censuses covered manufacturing, mining and quarrying, construction industries, retail trade, wholesale trade, service industries, and selected transportation activities. The next economic censuses are scheduled to be taken in 1983 covering the year 1982.

CENSUS OF RETAIL TRADE

The 1977 Census of Retail Trade, part of the 1977 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual.¹ It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. It excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. It also excluded data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government. In the Major Retail Center series of reports only, data for nonstore retailers (SIC 596) were excluded. The basic tabulations in this report do not include data for central administrative offices (CAO's), captive warehouses, and other units which service or are auxiliary to retail establishments within the same organization. Data for CAO's and auxiliaries will be found in a subsequent report issued as part of the subject series of the 1977 Enterprise Statistics survey.

¹ Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.

For the 1977 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA) were used instead. The two sources produced basic information on location, kind of business, volume of sales and payrolls, and number of employees. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

MAJOR RETAIL CENTERS

This report represents a recompilation of data collected in the 1977 Census of Retail Trade into the two types of areas which have been delineated for the report: (1) Central business districts (CBD's); and (2) major retail centers (MRC's). The report covers each standard metropolitan statistical area (SMSA) in the State and presents statistics for these concentrations of retail stores located in each SMSA.

Delineation

The delineation of central business districts was determined in consultation with local census statistical areas committees (CSAC's). However, some eligible cities do not have a CBD because they chose not to participate in the CBD delineation program. The CSAC's were also invited to participate for the first time in both the delineation of major retail centers and the listing of stores in the delineated areas, following guidelines provided by the Bureau. Approximately 85 percent of the CSAC's participated. In preparing for the evaluation and implementation of the MRC program, the Bureau suggested that a broad cross section of local data users involved with retail trade data be urged to provide input to the CSAC.

A major advantage was realized by CSAC's which chose to participate in the MRC delineation program. The people most familiar with the local metropolitan area and its concentration of retail activity became involved in delineating the MRC's in their own areas. In areas where CSAC's did not participate, a Bureau employee did the delineation of MRC's and the listing of stores in the delineated areas. Appendix F identifies which areas were delineated by CSAC's and which were delineated by the Bureau.

Central Business District

A "central business district," as defined by the Bureau, is the defined downtown retail area of an SMSA central city, or other SMSA city of 50,000 or more persons. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. It is defined by existing census tract boundaries and consists of one or more whole census tracts. Census tracts are small, relatively permanent areas into which large cities and adjacent areas have been divided to show comparable small-area

statistics. Data for CBD's are published only in reports of the census of retail trade.

In 1972, CBD's were enumerated only for SMSA cities with 100,000 inhabitants or more. The CBD definition for 1977 was changed so that areas defined as downtown business areas (DBA's) in the 1972 censuses became CBD's for the 1977 censuses.

Major Retail Center

A "major retail center" is a concentration of at least 25 retail stores¹ located inside an SMSA but outside a CBD. At least one of the 25 stores must be a general merchandise store (SIC 53) with a minimum of 100,000 square feet of total under-roof floor space.² MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" (continuous businesses along a thoroughfare with few cross streets containing any businesses) and combinations of planned and unplanned centers. Where the MRC is a planned center, the boundaries encompass all retail stores in the center. Where the MRC is an unplanned center, each block within the boundaries should have at least one general merchandise store (SIC 53); apparel store (SIC 56); furniture, home furnishings and equipment store (SIC 57); or miscellaneous shopping goods store (SIC 594). MRC's are defined in SMSA's existing as of December 31, 1977, except for the last five SMSA's defined (see Geographic Areas Covered). Data for MRC's are published only in the census of retail trade.

In 1972, MRC's were defined by the Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical area but outside the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which was classified as a department store (SIC 531).

Historical Data

The report on major retail centers was begun as a part of the 1954 Census of Business, which provided data for 95 CBD's. In the 1958 Census of Business, data were published for 109 CBD's and, for the first time, for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's and 972 MRC's located in 116 SMSA's. In the 1967 Census of Business, the program was expanded to cover all 230 SMSA's, containing 134 CBD's and 1,556 MRC's. The 1972 Census of Retail Trade covered 259 SMSA's, containing 144 CBD's and 2,137 MRC's.

The scope of the MRC program was modified slightly for the 1977 censuses so that the Bureau could continue to publish MRC data but remain within funding limitations. (These modifications are described in the definitions of CBD's and MRC's above.) The 1977 Census of Retail Trade covered 272 SMSA's containing 386 CBD's and approximately 1,450 MRC's.

¹ An MRC which had 25 stores or more at time enumeration was done may have had less than 25 stores at end of 1977. Thus data may be shown for a few MRC's which presently have less than 25 stores.

² Minimum square footage criterion was waived in a few special cases at request of local CSAC.

CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind of business classification is not considered a disclosure so this item may be given even though other information is withheld.

Because most MRC's and several CBD's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) for these small areas without disclosing operations of individual establishments. For this reason, data on payroll and number of employees are limited to totals and sales data are limited to only—

1. Total retail stores.^{1 2}
2. Convenience goods stores, i.e., food stores (SIC 54), eating and drinking places (SIC 58), and drug and proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53), apparel and accessory stores (SIC 56), furniture, home furnishings, and equipment stores (SIC 57), and miscellaneous shopping goods stores (SIC 594).

¹ For all establishments, including those with no payroll.

² Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

4. All other stores (SIC's 52, 55, and 59 except 591, 594, and 596).

For those MRC's and CBD's which had more than 100 retail stores, separate kind-of-business data are presented for establishment count, sales, payroll, and number of employees.

Data for nonstore retailers are not included in the Major Retail Centers report. For the definitions of the kind-of-business categories for which data are shown, see "Kind-of-Business Classifications" in appendix A.

GEOGRAPHIC AREAS COVERED

This series of reports presents data for establishments located in CBD's and MRC's in SMSA's in each State. The SMSA's covered are those defined by the Office of Management and Budget as of December 31, 1977, except for the last five SMSA's defined: Bradenton, Fla.; Grand Forks, N. Dak.-Minn.; Kokomo, Ind.; Lawrence, Kans.; and Panama City, Fla. These SMSA's were defined too late to be included in the 1977 MRC program. In addition to MRC and CBD data, data are shown for each SMSA in the State and for each central city and all other SMSA cities of 50,000 inhabitants or more for which a CBD was defined by a local census area committee. Data for SMSA's which cross State lines appear only in the report for the State in which the SMSA is primarily located.

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The following are common to each SMSA which has a central business district and at least one major retail center. Applicable tables and maps have been omitted in areas where either no central business district or no major retail center existed.

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Standard Metropolitan Statistical Area
Central Business Districts
Major Retail Centers

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6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business
7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

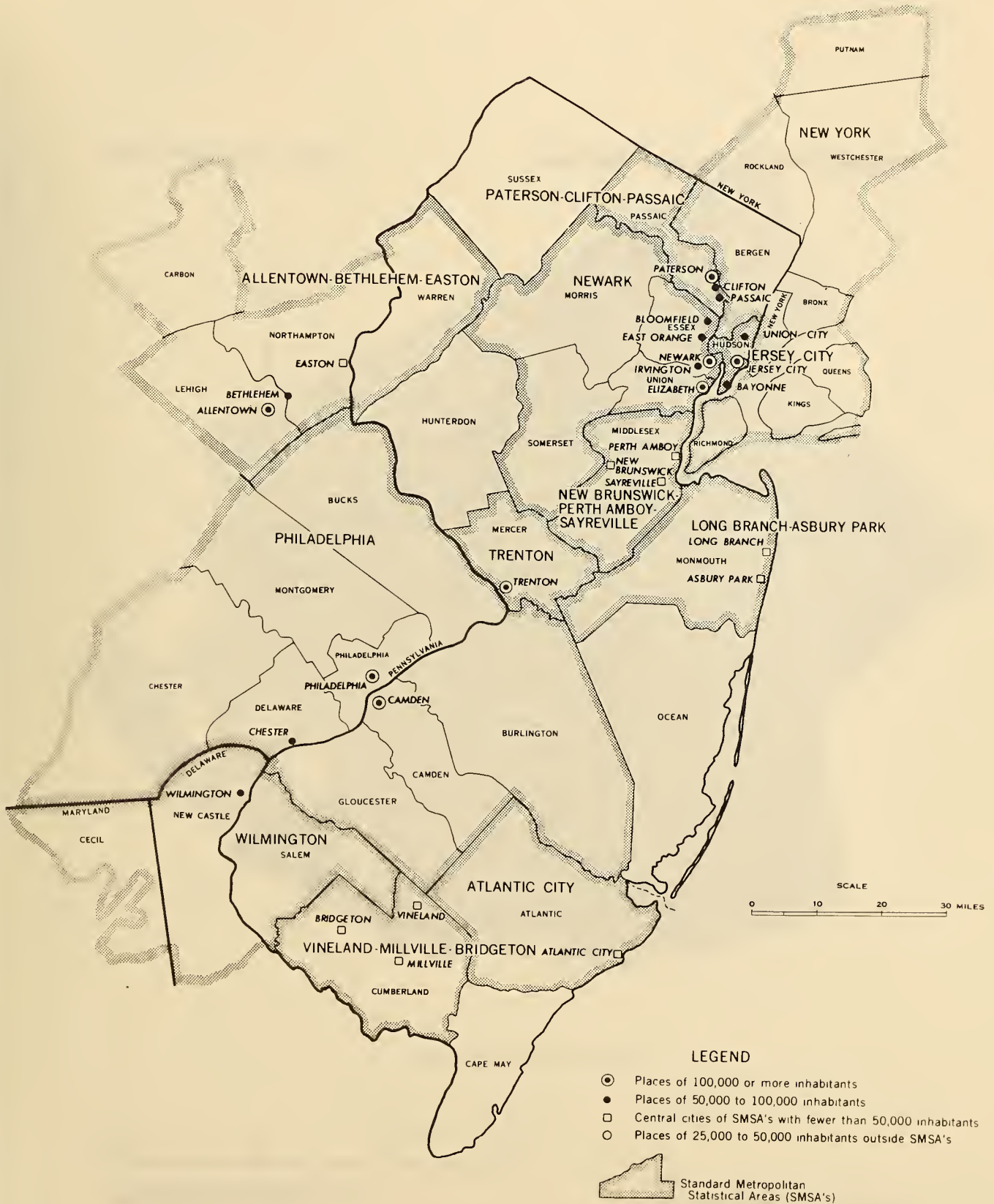
SMSA's

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Jersey City	15
Long Branch-Asbury Park	25
New Brunswick-Perth Amboy-Sayreville	37
Newark	48
Paterson-Clifton-Passaic	82
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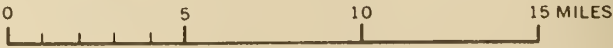
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NEW JERSEY



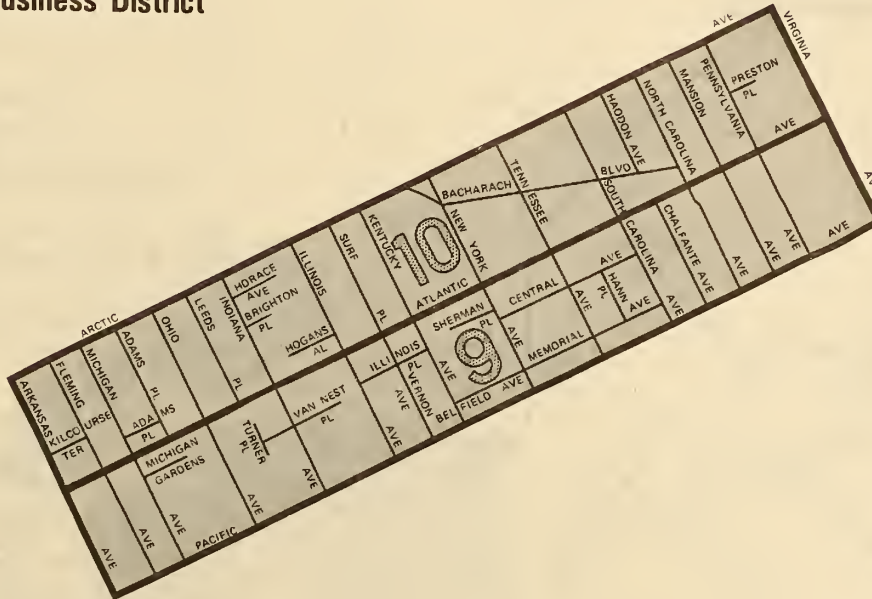
ATLANTIC CITY

Standard Metropolitan Statistical Area

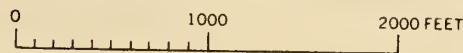


ATLANTIC CITY

Central Business District



Comprising Census Tracts 9 and 10



ATLANTIC CITY

Major Retail Center

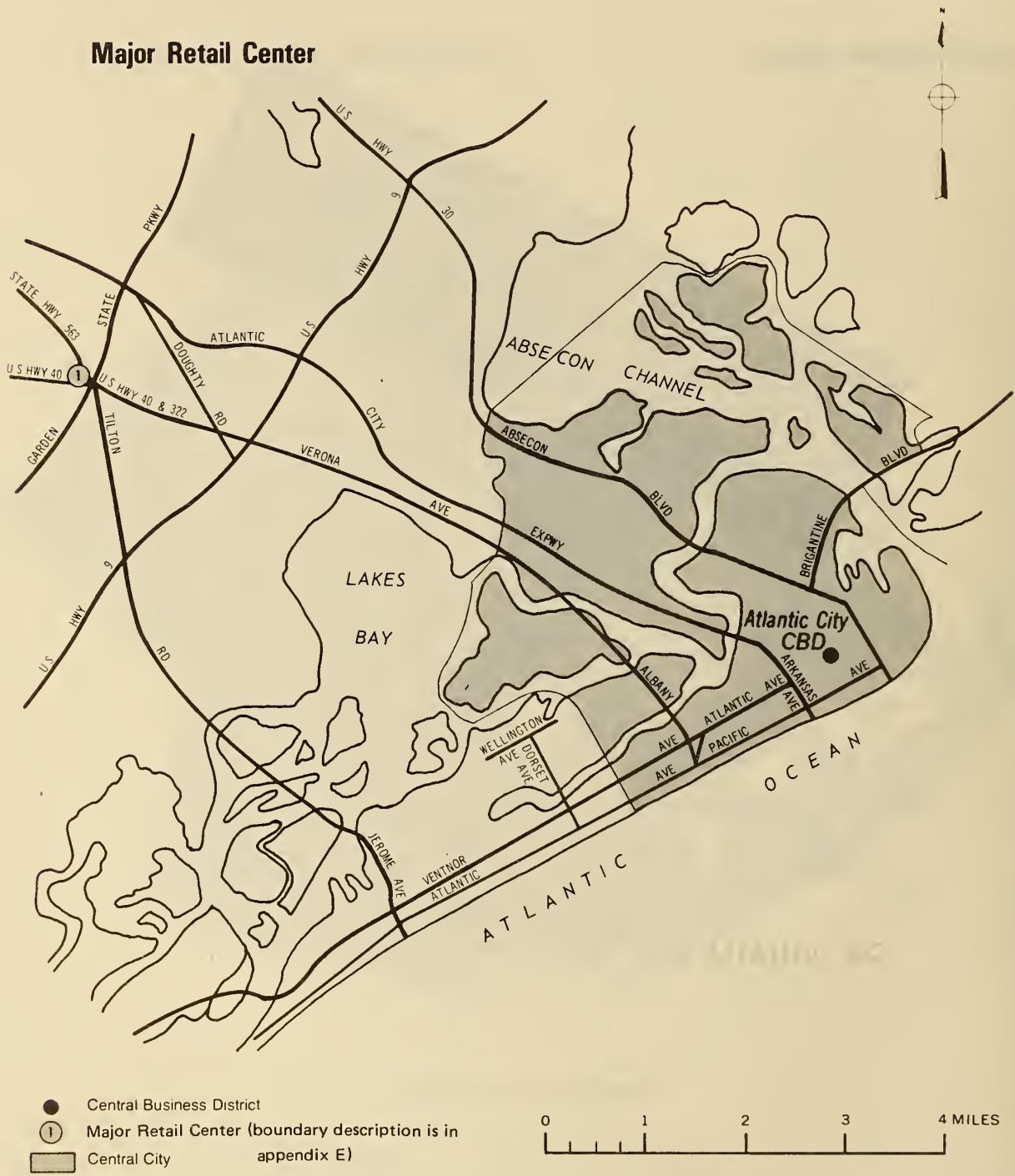


Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail center No. 1
	Retail stores:^{1 2}				
	Number -----	2 194	752	169	100
	Sales (\$1,000) -----	686 629	(D)	35 072	105 851
	Payroll entire year (\$1,000) -----	88 167	(D)	6 030	12 782
	Paid employees for week including March 12 ---	12 238	(D)	885	1 772
54, 58, 591	Convenience goods stores:				
	Number -----	931	357	51	20
	Sales (\$1,000) -----	277 250	66 998	12 466	24 088
53, 56, 57; 594	Shopping goods stores (GAF):³				
	Number -----	591	248	88	64
	Sales (\$1,000) -----	176 226	52 321	17 474	63 309
52, 55, 59, ex. 591, 4, 6	All other stores:				
	Number -----	672	147	30	16
	Sales (\$1,000) -----	233 153	51 565	5 132	18 454
	Number of Establishments				
	Retail stores^{1 2} -----	2 194	752	169	100
52	Building materials, hardware, garden supply, and mobile home dealers -----	69	9	2	2
525	Hardware stores -----	21	5	2	-
52 ex. 525	Other -----	48	4	-	2
53	General merchandise group stores -----	52	19	5	4
531	Department stores ⁴ -----	10	1	-	4
533	Variety stores -----	27	10	3	-
539	Miscellaneous general merchandise stores -----	15	8	2	-
54	Food stores⁵ -----	309	100	7	6
541	Grocery stores -----	188	56	5	3
55 ex. 554	Automotive dealers -----	114	21	2	3
554	Gasoline service stations -----	189	28	2	4
56	Apparel and accessory stores -----	205	95	49	31
561	Men's and boys' clothing and furnishings stores --	35	18	11	10
562, 3, 8	Women's clothing and specialty stores and furriers -----	83	43	19	11
562	Women's ready-to-wear stores -----	66	33	15	9
565	Family clothing stores -----	15	8	3	-
566	Shoe stores -----	43	16	13	8
564, 9	Other apparel and accessory stores -----	29	10	3	2
57	Furniture, home furnishings, and equipment stores -----	117	37	13	10
5712	Furniture stores -----	31	10	2	2
5713, 4, 9	Home furnishings stores -----	43	17	7	3
572, 3	Household appliance, radio, television, and music stores -----	43	10	4	5
58	Eating and drinking places -----	572	243	38	12
5812	Eating places -----	383	161	20	10
5813	Drinking places (alcoholic beverages) -----	189	82	18	2
591	Drug and proprietary stores -----	50	14	6	2
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	517	186	45	26
592	Liquor stores -----	89	35	14	2
594	Miscellaneous shopping goods stores -----	217	97	21	19
5992	Florists -----	24	6	2	-

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Atlantic City CBD					
	Retail stores ² -----	169	35 072	8 030	1 451	885
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	5	(D)	(D)	(D)	(D)
531	Department stores ³ -----	-	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	7	2 245	248	66	32
541	Grocery stores -----	5	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	2	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	49	10 320	1 787	386	202
561	Men's and boys' clothing and furnishings stores -----	11	2 668	558	123	51
562, 3, 8	Women's clothing and specialty stores and furriers -----	19	4 379	594	137	79
562	Women's ready-to-wear stores -----	15	3 965	537	125	74
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	13	1 918	386	73	39
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	13	2 936	423	96	54
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	7	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	4	742	131	30	20
58	Eating and drinking places -----	38	5 187	1 435	276	267
5812	Eating places -----	20	3 340	1 014	171	174
5813	Drinking places (alcoholic beverages) -----	18	1 847	421	105	93
591	Drug and proprietary stores -----	6	5 034	570	143	61
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	45	5 019	794	174	102
592	Liquor stores -----	14	1 811	240	54	37
594	Miscellaneous shopping goods stores -----	21	(D)	(D)	(D)	(D)
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 1					
	Retail stores² -----	100	105 851	12 782	2 982	1 772
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	4	44 826	5 429	1 234	755
531	Department stores ³ -----	4	44 826	5 429	1 234	755
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores⁴ -----	6	(D)	(D)	(D)	(D)
541	Grocery stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	3	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	4	1 194	88	24	15
56	Apparel and accessory stores -----	31	11 052	1 450	344	255
561	Men's and boys' clothing and furnishings stores -----	10	3 402	506	112	73
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	3 956	416	89	79
562	Women's ready-to-wear stores -----	9	(D)	(D)	(D)	(D)
565	Family clothing stores -----	-	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	3 142	447	114	75
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	10	4 429	541	117	50
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	5	3 254	398	89	36
58	Eating and drinking places -----	12	3 268	785	176	166
5812	Eating places -----	10	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	2	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	26	4 704	650	162	106
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	19	3 002	397	104	77
5992	Florists -----	-	-	-	-	-

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Atlantic City					
	Retail stores ² -----	752	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	9	(D)	(D)	(D)	(D)
525	Hardware stores -----	5	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	4	2 338	342	74	30
53	General merchandise group stores -----	19	14 805	1 800	511	301
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	10	(D)	652	109	84
539	Miscellaneous general merchandise stores -----	8	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	100	22 884	2 516	548	382
541	Grocery stores -----	56	15 096	1 456	342	214
55 ex. 554	Automotive dealers -----	21	16 529	1 476	349	143
554	Gasoline service stations -----	28	8 888	633	129	76
56	Apparel and accessory stores -----	95	18 446	2 948	664	409
561	Men's and boys' clothing and furnishings stores -----	18	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	43	9 327	1 239	297	217
562	Women's ready-to-wear stores -----	33	8 586	(D)	(D)	(D)
565	Family clothing stores -----	8	1 597	(D)	(D)	(D)
566	Shoe stores -----	16	2 180	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	10	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	37	8 993	1 403	314	165
5712	Furniture stores -----	10	(D)	554	122	61
5713, 4, 9	Home furnishings stores -----	17	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	10	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	243	37 456	9 392	1 744	1 553
5812	Eating places -----	161	29 632	7 487	1 343	1 205
5813	Drinking places (alcoholic beverages) -----	82	7 824	1 905	401	348
591	Drug and proprietary stores -----	14	6 658	822	194	95
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	186	(D)	(D)	(D)	(D)
592	Liquor stores -----	35	(D)	661	150	106
594	Miscellaneous shopping goods stores -----	97	10 077	1 490	286	167
5992	Florists -----	6	858	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
Atlantic City, N.J., SMSA						
	Retail stores²-----	2 194	686 629	88 167	19 335	12 238
52	Building materials, hardware, garden supply, and mobile home dealers -----	69	34 017	4 628	921	462
525	Hardware stores -----	21	4 849	698	161	90
52 ex. 525	Other -----	48	29 168	3 930	760	372
53	General merchandise group stores -----	52	84 339	9 980	2 426	1 539
531	Department stores ³ -----	10	75 032	8 624	2 175	1 329
533	Variety stores -----	27	6 355	1 050	201	178
539	Miscellaneous general merchandise stores -----	15	2 952	306	50	32
54	Food stores⁴ -----	309	163 993	16 323	3 601	1 919
541	Grocery stores -----	188	143 458	13 881	3 072	1 525
55 ex. 554	Automotive dealers -----	114	92 488	8 566	1 901	762
554	Gasoline service stations -----	189	49 559	2 957	712	468
56	Apparel and accessory stores -----	205	42 770	5 794	1 355	883
561	Men's and boys' clothing and furnishings stores -----	35	(D)	1 277	288	164
562, 3, 8	Women's clothing and specialty stores and furriers -----	83	21 757	2 768	655	446
562	Women's ready-to-wear stores -----	66	20 562	2 628	622	420
565	Family clothing stores -----	15	3 592	400	100	84
566	Shoe stores -----	43	7 157	1 060	238	142
564, 9	Other apparel and accessory stores -----	29	(D)	289	74	47
57	Furniture, home furnishings, and equipment stores -----	117	28 644	4 158	1 000	430
5712	Furniture stores -----	31	13 245	2 181	556	194
5713, 4, 9	Home furnishings stores -----	43	4 335	494	97	67
572, 3	Household appliance, radio, television, and music stores -----	43	11 064	1 483	347	169
58	Eating and drinking places -----	572	94 292	23 849	4 650	4 368
5812	Eating places -----	383	74 568	19 741	3 742	3 592
5813	Drinking places (alcoholic beverages) -----	189	19 724	4 108	908	776
591	Drug and proprietary stores -----	50	18 965	2 451	579	331
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	517	77 562	9 461	2 190	1 076
592	Liquor stores -----	89	18 722	1 892	388	255
594	Miscellaneous shopping goods stores -----	217	20 473	2 647	584	364
5992	Florists -----	24	2 174	472	99	57

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	Atlantic City					
	Retail stores ² -----	180	40 044	6 806	1 491	1 262
52	Building materials, hardware, garden supply, and mobile home dealers-----	3	875	207	52	40
525	Hardware stores-----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other-----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	7	(D)	(D)	(D)	(D)
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores-----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	3	(D)	(D)	(D)	(D)
54	Food stores-----	8	2 403	284	67	44
55 ex. 554	Automotive dealers-----	3	1 114	157	35	17
554	Gasoline service stations-----	4	(D)	(D)	(D)	(D)
56	Apparel and accessory stores-----	51	12 529	1 953	428	344
561	Men's and boys' clothing and furnishings stores-----	12	3 228	538	98	61
562, 3, 8	Women's clothing and specialty stores and furriers-----	25	6 322	910	216	208
562	Women's ready-to-wear stores-----	14	5 243	743	177	167
565	Family clothing stores-----	3	(D)	(D)	(D)	(D)
566	Shoe stores-----	9	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores-----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	13	2 748	363	88	57
5712	Furniture stores-----	4	1 877	236	57	33
5713, 4, 9	Home furnishings stores-----	4	277	20	5	7
572, 3	Household appliance, radio, television, and music stores-----	5	594	107	26	17
58	Eating and drinking places-----	43	4 890	1 425	242	305
5812	Eating places-----	25	3 071	908	137	188
5813	Drinking places (alcoholic beverages)-----	18	1 819	517	105	117
591	Drug and proprietary stores-----	10	4 457	749	187	134
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	38	4 382	703	152	119
592	Liquor stores-----	10	1 434	125	25	26
594	Miscellaneous shopping goods stores-----	20	2 136	356	76	60
5992	Florists-----	-	-	-	-	-

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Atlantic City			
	Retail stores²-----	-12.4	(D)	40.7
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	73.6
525	Hardware stores -----	13.4	4.8	(D)
52 ex. 525	Other -----	(D)	(D)	(D)
53	General merchandise group stores -----	-62.0	-37.7	16.6
531	Department stores ³ -----	-76.7	-46.0	38.1
533	Variety stores -----	9.6	(D)	-40.1
539	Miscellaneous general merchandise stores -----	-76.0	-58.8	-60.3
54	Food stores⁴ -----	-6.6	2.6	52.9
541	Grocery stores -----	(NA)	3.8	53.3
55 ex. 554	Automotive dealers -----	(D)	-21.7	51.0
554	Gasoline service stations -----	-41.0	52.7	69.7
56	Apparel and accessory stores -----	-17.6	-8.7	26.4
561	Men's and boys' clothing and furnishings stores -----	-17.3	-11.4	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	-30.7	(D)	37.7
562	Women's ready-to-wear stores -----	-24.4	0.4	54.6
565	Family clothing stores -----	3.5	-17.0	-2.9
566	Shoe stores -----	(D)	-18.0	18.9
564, 9	Other apparel and accessory stores -----	260.5	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	6.8	-10.8	18.4
5712	Furniture stores -----	(D)	-14.6	10.1
5713, 4, 9	Home furnishings stores -----	(D)	(D)	-18.0
572, 3	Household appliance, radio, television, and music stores -----	24.9	(D)	61.1
58	Eating and drinking places -----	6.1	11.5	26.8
5812	Eating places -----	8.8	17.6	31.4
5813	Drinking places (alcoholic beverages) -----	1.5	-6.8	12.0
591	Drug and proprietary stores -----	12.9	(D)	32.9
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	14.5	34.6	50.5
592	Liquor stores -----	26.3	-13.2	10.1
594	Miscellaneous shopping goods stores -----	(D)	5.7	42.7
5992	Florists -----	(D)	14.2	21.2

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Atlantic City					
	Retail stores ¹ -----	(D)	5.1	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	21.3	(D)	(D)	1.9	5.0
525	Hardware stores -----	74.6	(D)	(D)	0.5	0.7
52 ex. 525	Other -----	-	-	-	(D)	4.2
53	General merchandise group stores -----	(D)	(D)	(D)	(D)	12.3
531	Department stores ² -----	(D)	(D)	(D)	5.6	10.9
533	Variety stores -----	27.7	(D)	(D)	2.3	0.9
539	Miscellaneous general merchandise stores -----	4.1	(D)	(D)	0.8	0.4
54	Food stores ³ -----	9.8	1.4	6.4	(D)	23.9
541	Grocery stores -----	(D)	(D)	(D)	(D)	20.9
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	(D)	13.5
554	Gasoline service stations -----	(D)	(D)	(D)	(D)	7.2
56	Apparel and accessory stores -----	55.9	24.1	29.4	(D)	6.2
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	7.6	2.4	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	46.9	20.1	12.5	(D)	3.2
562	Women's ready-to-wear stores -----	46.2	19.3	11.3	(D)	3.0
565	Family clothing stores -----	(D)	(D)	(D)	(D)	0.5
566	Shoe stores -----	88.0	26.8	5.5	(D)	1.0
564, 9	Other apparel and accessory stores -----	12.8	6.8	(D)	0.7	(D)
57	Furniture, home furnishings, and equipment stores -----	32.6	10.2	8.4	(D)	4.2
5712	Furniture stores -----	46.6	(D)	(D)	2.0	1.9
5713, 4, 9	Home furnishings stores -----	27.4	(D)	(D)	1.3	0.6
572, 3	Household appliance, radio, television, and music stores -----	(D)	6.7	2.1	2.0	1.6
58	Eating and drinking places -----	13.8	5.5	14.8	(D)	13.7
5812	Eating places -----	11.3	4.5	9.5	(D)	10.9
5813	Drinking places (alcoholic beverages) -----	23.6	9.4	5.3	(D)	2.9
591	Drug and proprietary stores -----	75.6	26.5	14.4	(D)	2.8
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	(D)	6.5	14.3	19.3	11.3
592	Liquor stores -----	(D)	9.7	5.2	3.1	2.7
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	(D)	3.0
5992	Florists -----	(D)	(D)	(D)	(D)	0.3

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

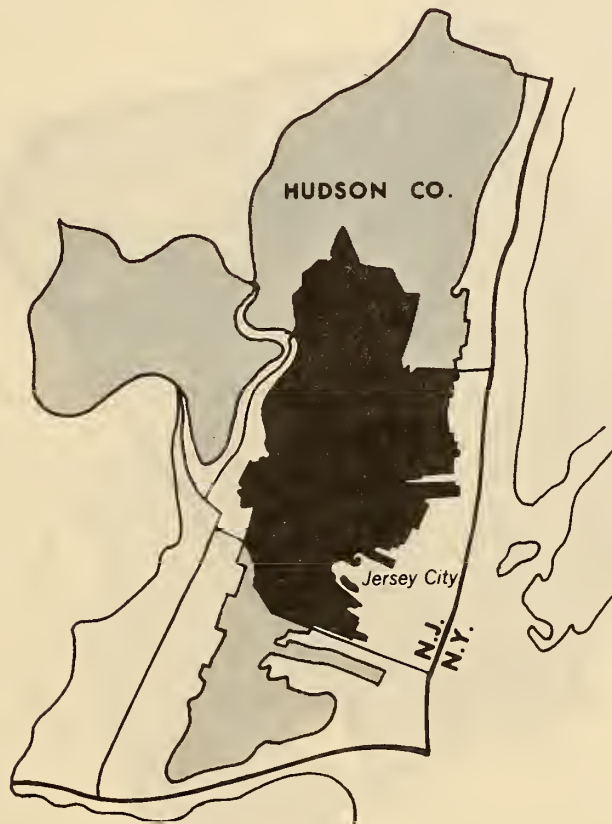
²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

JERSEY CITY

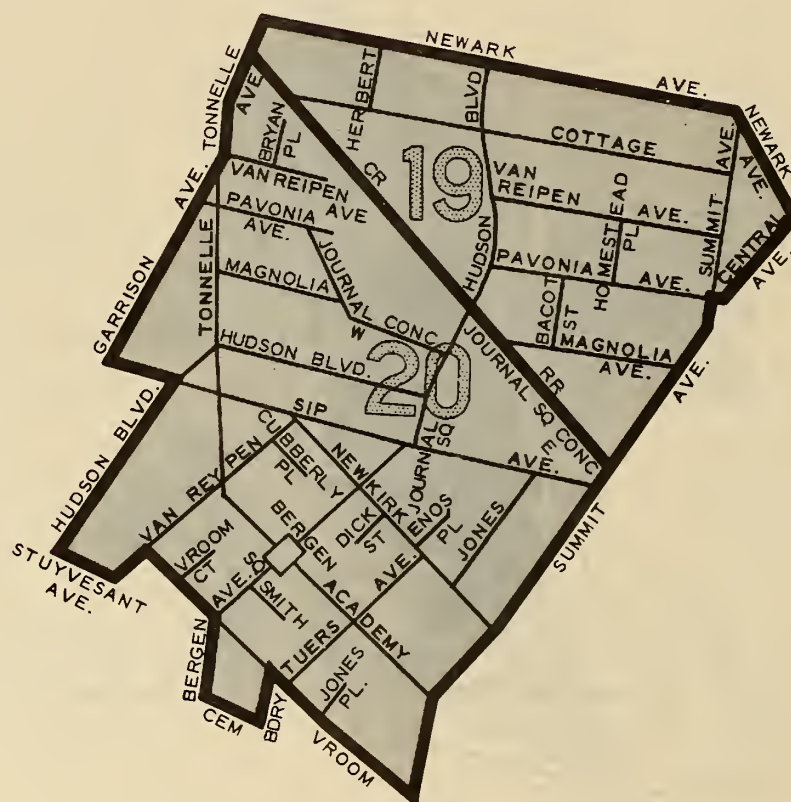
Standard Metropolitan Statistical Area



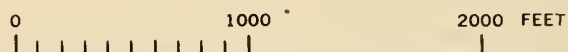
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JERSEY CITY

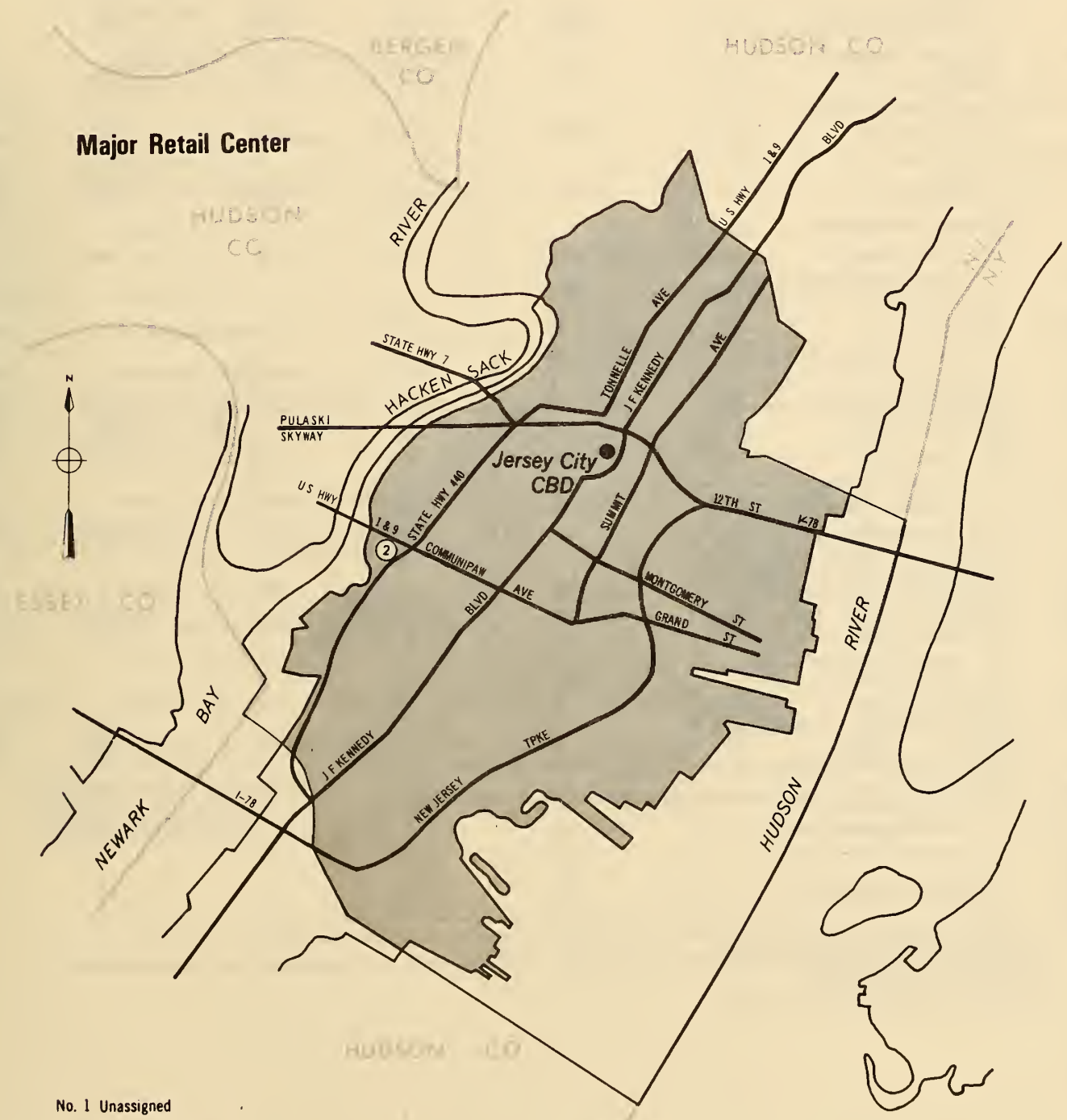
Central Business District



Comprising Census Tracts 19 and 20



JERSEY CITY



No. 1 Unassigned

- Central Business District
- ① Major Retail Center (boundary description is in appendix E)
- Central City



Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail center No. 2
	Retail stores:^{1 2}				
	Number	4 859	1 700	194	55
	Sales (\$1,000)	1 306 516	499 848	68 546	77 331
	Payroll entire year (\$1,000)	148 958	56 661	10 121	7 225
	Paid employees for week including March 12 ---	20 952	8 105	1 461	1 115
54, 58, 591	Convenience goods stores:				
	Number	2 478	907	64	18
	Sales (\$1,000)	530 591	199 804	27 268	21 842
53, 56, 57; 594	Shopping goods stores (GAF):³				
	Number	1 230	402	95	32
	Sales (\$1,000)	339 638	133 709	32 078	53 586
52, 55, 59, ex. 591, 4, 6	All other stores:				
	Number	1 151	391	35	5
	Sales (\$1,000)	436 287	166 335	9 200	1 903
	Number of Establishments				
	Retail stores ^{1 2}	4 859	1 700	194	55
52	Building materials, hardware, garden supply, and mobile home dealers	122	42	1	1
525	Hardware stores	55	20	-	-
52 ex. 525	Other	67	22	1	1
53	General merchandise group stores	85	28	1	2
531	Department stores ⁴	6	3	1	2
533	Variety stores	29	9	-	-
539	Miscellaneous general merchandise stores	50	16	-	-
54	Food stores ⁵	1 047	385	17	6
541	Grocery stores	620	222	8	1
55 ex. 554	Automotive dealers	150	51	5	-
554	Gasoline service stations	293	91	7	-
56	Apparel and accessory stores	561	197	65	18
561	Men's and boys' clothing and furnishings stores --	83	35	9	5
562, 3, 8	Women's clothing and specialty stores and furriers	245	83	27	6
562	Women's ready-to-wear stores	184	56	13	6
565	Family clothing stores	60	16	4	2
566	Shoe stores	100	45	20	4
564, 9	Other apparel and accessory stores	73	18	5	1
57	Furniture, home furnishings, and equipment stores	263	90	18	5
5712	Furniture stores	98	36	3	-
5713, 4, 9	Home furnishings stores	85	24	4	1
572, 3	Household appliance, radio, television, and music stores	80	30	11	4
58	Eating and drinking places	1 297	470	42	11
5812	Eating places	686	233	31	11
5813	Drinking places (alcoholic beverages)	611	237	11	-
591	Drug and proprietary stores	134	52	5	1
59 ex. 591, 6	Miscellaneous retail stores ⁶	907	294	33	11
592	Liquor stores	202	75	4	2
594	Miscellaneous shopping goods stores	321	87	11	7
5992	Florists	68	20	3	1

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Jersey City CBD					
	Retail stores² -----	194	68 546	10 121	2 534	1 461
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	1	(D)	(D)	(D)	(D)
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores⁴ -----	17	13 788	1 534	372	186
541	Grocery stores -----	8	11 569	1 183	293	139
55 ex. 554	Automotive dealers -----	5	429	115	34	13
554	Gasoline service stations -----	7	1 787	132	34	40
56	Apparel and accessory stores -----	65	17 374	2 574	632	338
561	Men's and boys' clothing and furnishings stores -----	9	4 065	726	183	83
562, 3, 8	Women's clothing and specialty stores and furriers -----	27	5 354	756	183	112
562	Women's ready-to-wear stores -----	13	3 115	441	104	61
565	Family clothing stores -----	4	1 541	162	43	26
566	Shoe stores -----	20	5 414	789	193	92
564, 9	Other apparel and accessory stores -----	5	1 000	141	30	25
57	Furniture, home furnishings, and equipment stores -----	18	8 124	1 025	259	112
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	4	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	11	4 690	367	91	40
58	Eating and drinking places -----	42	8 374	2 001	518	435
5812	Eating places -----	31	7 427	1 832	478	406
5813	Drinking places (alcoholic beverages) -----	11	947	169	40	29
591	Drug and proprietary stores -----	5	5 106	814	193	89
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	33	(D)	(D)	(D)	(D)
592	Liquor stores -----	4	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	11	(D)	(D)	(D)	(D)
5992	Florists -----	3	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Jersey City					
	Retail stores²-----	1 700	499 848	56 661	14 351	8 105
52	Building materials, hardware, garden supply, and mobile home dealers -----	42	12 605	2 075	476	213
525	Hardware stores -----	20	1 852	229	51	31
52 ex. 525	Other -----	22	10 753	1 846	425	182
53	General merchandise group stores -----	28	51 092	4 587	1 229	811
531	Department stores ³ -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	9	(D)	659	157	143
539	Miscellaneous general merchandise stores -----	16	2 613	(D)	(D)	(D)
54	Food stores⁴-----	385	130 069	11 551	2 990	1 449
541	Grocery stores -----	222	112 087	9 860	2 565	1 169
55 ex. 554	Automotive dealers -----	51	72 197	5 644	1 258	474
554	Gasoline service stations -----	91	34 911	2 251	555	340
56	Apparel and accessory stores -----	197	46 958	6 744	1 671	1 011
561	Men's and boys' clothing and furnishings stores -----	35	9 915	1 648	407	196
562, 3, 8	Women's clothing and specialty stores and furriers -----	83	19 515	2 821	715	445
562	Women's ready-to-wear stores -----	56	16 028	2 308	589	351
565	Family clothing stores -----	16	4 165	537	160	134
566	Shoe stores -----	45	10 453	1 396	311	174
564, 9	Other apparel and accessory stores -----	18	2 910	342	78	62
57	Furniture, home furnishings, and equipment stores -----	90	20 901	3 206	766	351
5712	Furniture stores -----	36	8 866	1 714	395	173
5713, 4, 9	Home furnishings stores -----	24	4 330	793	200	101
572, 3	Household appliance, radio, television, and music stores -----	30	7 705	699	171	77
58	Eating and drinking places -----	470	51 603	11 610	2 879	2 258
5812	Eating places -----	233	34 656	8 840	2 152	1 721
5813	Drinking places (alcoholic beverages) -----	237	16 947	2 770	727	537
591	Drug and proprietary stores -----	52	18 132	2 538	616	327
59 ex. 591, 6	Miscellaneous retail stores⁵-----	294	61 380	6 455	1 911	871
592	Liquor stores -----	75	13 091	1 074	313	195
594	Miscellaneous shopping goods stores -----	87	14 758	2 244	530	292
5992	Florists -----	20	1 520	282	66	48

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
Jersey City, N.J., SMSA						
	Retail stores ² -----	4 859	1 306 516	148 958	36 994	20 952
52	Building materials, hardware, garden supply, and mobile home dealers -----	122	40 029	6 406	1 530	641
525	Hardware stores -----	55	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	67	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	85	119 994	12 572	3 197	2 109
531	Department stores ³ -----	6	(D)	(D)	(D)	(D)
533	Variety stores -----	29	11 510	1 792	423	381
539	Miscellaneous general merchandise stores -----	50	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	1 047	362 997	32 040	7 950	4 019
541	Grocery stores -----	620	317 994	27 441	6 823	3 273
55 ex. 554	Automotive dealers -----	150	176 394	14 650	3 490	1 193
554	Gasoline service stations -----	293	97 462	6 639	1 657	960
56	Apparel and accessory stores -----	561	125 223	18 970	4 497	2 724
561	Men's and boys' clothing and furnishings stores -----	83	30 113	5 549	1 331	640
562, 3, 8	Women's clothing and specialty stores and furriers -----	245	52 513	7 537	1 765	1 182
562	Women's ready-to-wear stores -----	184	41 881	6 083	1 428	926
565	Family clothing stores -----	60	14 458	1 976	515	362
566	Shoe stores -----	100	19 193	2 723	598	328
564, 9	Other apparel and accessory stores -----	73	8 946	1 185	288	212
57	Furniture, home furnishings, and equipment stores -----	263	59 378	8 380	2 066	941
5712	Furniture stores -----	98	24 378	4 157	994	431
5713, 4, 9	Home furnishings stores -----	85	13 420	2 086	514	265
572, 3	Household appliance, radio, television, and music stores -----	80	21 580	2 137	558	245
58	Eating and drinking places -----	1 297	125 550	27 058	6 721	5 437
5812	Eating places -----	686	86 460	20 811	5 046	4 206
5813	Drinking places (alcoholic beverages) -----	611	39 090	6 247	1 675	1 231
591	Drug and proprietary stores -----	134	42 044	5 764	1 464	850
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	907	157 445	16 479	4 422	2 078
592	Liquor stores -----	202	34 261	2 765	718	443
594	Miscellaneous shopping goods stores -----	321	35 043	4 790	1 131	682
5992	Florists -----	68	4 216	651	164	110

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	Jersey City					
	Retail stores ² -----	151	35 059	5 924	1 414	1 192
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	1	(D)	(D)	(D)	(D)
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores -----	20	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	2	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	42	11 666	1 997	466	343
561	Men's and boys' clothing and furnishings stores -----	9	5 522	1 101	256	144
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	2 851	482	112	119
562	Women's ready-to-wear stores -----	4	1 034	205	51	50
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	11	2 292	292	73	53
564, 9	Other apparel and accessory stores -----	6	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	7	3 582	497	123	86
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	-	-	-	-	-
572, 3	Household appliance, radio, television, and music stores -----	6	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	38	5 005	1 291	310	335
5812	Eating places -----	27	4 322	1 151	280	307
5813	Drinking places (alcoholic beverages) -----	11	683	140	30	28
591	Drug and proprietary stores -----	8	4 589	741	180	138
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	29	3 802	652	163	117
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	10	1 862	349	82	71
5992	Florists -----	3	239	48	15	11

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Jersey City			
	Retail stores ² -----	(NC)	31.6	31.9
52	Building materials, hardware, garden supply, and mobile home dealers-----	(NC)	166.8	59.9
525	Hardware stores-----	(NC)	14.3	31.5
52 ex. 525	Other-----	(NC)	(D)	70.5
53	General merchandise group stores-----	(NC)	9.0	-0.5
531	Department stores ³ -----	(NC)	12.8	(D)
533	Variety stores-----	(NC)	-7.9	(D)
539	Miscellaneous general merchandise stores-----	(NC)	-11.5	-6.0
54	Food stores ⁴ -----	(NC)	38.2	47.7
541	Grocery stores-----	(NA)	45.6	55.0
55 ex. 554	Automotive dealers-----	(NC)	48.7	39.9
554	Gasoline service stations-----	(NC)	48.9	55.3
56	Apparel and accessory stores-----	(NC)	5.0	10.4
561	Men's and boys' clothing and furnishings stores-----	(NC)	-6.0	6.3
562, 3, 8	Women's clothing and specialty stores and furriers-----	(NC)	-0.9	1.8
562	Women's ready-to-wear stores-----	(NC)	25.5	6.8
565	Family clothing stores-----	(NC)	19.1	45.8
566	Shoe stores-----	(NC)	31.7	20.6
564, 9	Other apparel and accessory stores-----	(NC)	-4.0	16.1
57	Furniture, home furnishings, and equipment stores-----	(NC)	9.2	2.1
5712	Furniture stores-----	(NC)	-16.3	-13.3
5713, 4, 9	Home furnishings stores-----	(NC)	20.4	23.3
572, 3	Household appliance, radio, television, and music stores-----	(NC)	55.5	12.8
58	Eating and drinking places-----	(NC)	17.3	26.7
5812	Eating places-----	(NC)	25.1	38.7
5813	Drinking places (alcoholic beverages)-----	(NC)	4.0	6.3
591	Drug and proprietary stores-----	(NC)	19.6	22.7
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	(NC)	56.2	49.2
592	Liquor stores-----	(NC)	5.5	5.9
594	Miscellaneous shopping goods stores-----	(NC)	23.1	12.2
5992	Florists-----	(NC)	14.4	40.5

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Jersey City					
	Retail stores¹ -----	13.7	5.2	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	2.5	3.1
525	Hardware stores -----	-	(D)	-	0.4	(D)
52 ex. 525	Other -----	(D)	(D)	(D)	2.2	(D)
53	General merchandise group stores -----	(D)	(D)	(D)	10.2	9.2
531	Department stores ² -----	(D)	(D)	(D)	(D)	(D)
533	Variety stores -----	(D)	-	-	(D)	0.9
539	Miscellaneous general merchandise stores -----	-	(D)	-	0.5	(D)
54	Food stores³ -----	10.6	3.8	20.1	26.0	27.8
541	Grocery stores -----	10.3	3.6	16.9	22.4	24.3
55 ex. 554	Automotive dealers -----	0.6	0.2	0.6	14.4	13.5
554	Gasoline service stations -----	5.1	1.8	2.6	7.0	7.5
56	Apparel and accessory stores -----	37.0	13.9	25.3	9.4	9.6
561	Men's and boys' clothing and furnishings stores -----	41.0	13.5	5.9	2.0	2.3
562, 3, 8	Women's clothing and specialty stores and furriers -----	27.4	10.2	7.8	3.9	4.0
562	Women's ready-to-wear stores -----	19.4	7.4	4.5	3.2	3.2
565	Family clothing stores -----	37.0	10.7	2.2	0.8	1.1
566	Shoe stores -----	51.8	28.2	7.9	2.1	1.5
564, 9	Other apparel and accessory stores -----	34.4	11.2	1.5	0.6	0.7
57	Furniture, home furnishings, and equipment stores -----	38.9	13.7	11.9	4.2	4.5
5712	Furniture stores -----	(D)	(D)	(D)	1.8	1.9
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.9	1.0
572, 3	Household appliance, radio, television, and music stores -----	60.9	21.7	6.8	1.5	1.7
58	Eating and drinking places -----	16.2	6.7	12.2	10.3	9.6
5812	Eating places -----	21.4	8.6	10.8	6.9	6.6
5813	Drinking places (alcoholic beverages) -----	5.6	2.4	1.4	3.4	3.0
591	Drug and proprietary stores -----	28.2	12.1	7.4	3.6	3.2
59 ex. 591, 6	Miscellaneous retail stores⁴ -----	(D)	(D)	(D)	12.3	12.1
592	Liquor stores -----	(D)	(D)	(D)	2.6	2.6
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	3.0	2.7
5992	Florists -----	(D)	(D)	(D)	0.3	0.3

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

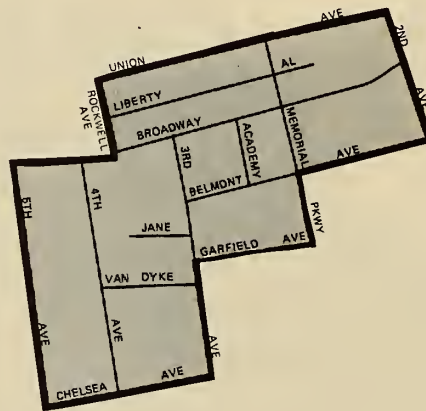
LONG BRANCH-ASBURY PARK

Standard Metropolitan Statistical Area

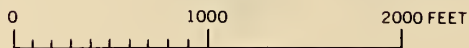


LONG BRANCH-ASBURY PARK

Long Branch Central Business District



Comprising Census Tract 58.02

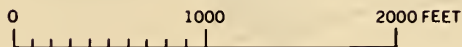


LONG BRANCH-ASBURY PARK

Asbury Park Central Business District



Comprising Census Tract 70.02



LONG BRANCH-ASBURY PARK



Nos. 1, 2, 4, 6, 8 and 13 Unassigned

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities		Central business districts		Major retail centers	
			Long Branch	Asbury Park	Long Branch	Asbury Park	No. 3	No. 5
	Retail stores:^{1 2}							
	Number -----	4 094	258	226	34	67	147	59
	Sales (\$1,000) -----	1 655 315	66 032	(D)	7 970	16 371	37 377	57 204
	Payroll entire year (\$1,000) -----	203 002	7 854	(D)	1 241	2 427	5 567	7 334
	Paid employees for week including March 12 ---	29 244	1 128	(D)	167	385	872	897
54, 58, 591	Convenience goods stores:							
	Number -----	1 605	121	112	13	20	28	17
	Sales (\$1,000) -----	635 884	34 181	17 091	2 121	2 150	5 406	17 052
53, 56, 57; 594	Shopping goods stores (GAF):³							
	Number -----	1 181	68	62	12	38	95	30
	Sales (\$1,000) -----	404 488	(D)	(D)	2 675	13 042	28 520	27 447
52, 55, 59, ex. 591, 4, 6	All other stores:							
	Number -----	1 308	69	52	9	9	24	12
	Sales (\$1,000) -----	614 943	(D)	(D)	3 174	1 179	3 451	12 705
	Number of Establishments							
	Retail stores ^{1 2} -----	4 094	258	226	34	67	147	59
52	Building materials, hardware, garden supply, and mobile home dealers -----	183	8	6	2	1	5	4
525	Hardware stores -----	52	4	3	2	1	2	-
52 ex. 525	Other -----	131	4	3	-	-	3	4
53	General merchandise group stores -----	66	1	4	1	3	6	2
531	Department stores ⁴ -----	20	-	2	-	1	1	1
533	Variety stores -----	20	1	2	1	2	4	-
539	Miscellaneous general merchandise stores -----	26	-	-	-	-	1	1
54	Food stores⁵ -----	544	34	32	3	1	10	8
541	Grocery stores -----	280	23	15	1	1	3	4
55 ex. 554	Automotive dealers -----	211	11	10	4	-	-	3
554	Gasoline service stations -----	349	15	13	-	1	-	4
56	Apparel and accessory stores -----	391	22	23	4	18	44	11
561	Men's and boys' clothing and furnishings stores --	72	5	6	3	5	8	4
562, 3, 8	Women's clothing and specialty stores and furriers -----	152	8	10	1	9	21	3
562	Women's ready-to-wear stores -----	121	8	5	1	4	19	3
565	Family clothing stores -----	41	4	1	-	-	4	-
566	Shoe stores -----	75	2	3	-	3	10	4
564, 9	Other apparel and accessory stores -----	51	3	3	-	1	1	-
57	Furniture, home furnishings, and equipment stores -----	292	16	14	3	9	17	9
5712	Furniture stores -----	82	8	3	1	2	1	2
5713, 4, 9	Home furnishings stores -----	114	3	3	1	1	9	4
572, 3	Household appliance, radio, television, and music stores -----	96	5	8	1	6	7	3
58	Eating and drinking places -----	949	78	74	9	15	14	6
5812	Eating places -----	715	55	47	3	9	12	4
5813	Drinking places (alcoholic beverages) -----	234	23	27	6	6	2	2
591	Drug and proprietary stores -----	112	9	6	1	4	4	3
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	997	64	44	7	15	47	9
592	Liquor stores -----	148	12	7	3	2	6	-
594	Miscellaneous shopping goods stores -----	432	29	21	4	8	28	8
5992	Florists -----	67	2	2	-	1	3	-

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.					
		No. 7	No. 9	No. 10	No. 11	No. 12	No. 14
	Retail stores:^{1 2}						
	Number -----	36	114	24	32	39	47
	Sales (\$1,000) -----	38 773	107 113	17 159	21 466	38 747	40 843
	Payroll entire year (\$1,000) -----	4 317	14 918	2 332	2 153	4 050	4 622
	Paid employees for week including March 12 ---	627	2 693	348	370	650	582
54, 58, 591	Convenience goods stores:						
	Number -----	12	22	7	11	11	14
	Sales (\$1,000) -----	18 182	7 259	3 368	1 262	6 664	14 070
53, 56, 57; 594	Shopping goods stores (GAF):³						
	Number -----	16	84	13	15	21	15
	Sales (\$1,000) -----	16 388	93 500	8 053	18 378	23 211	7 698
52, 55, 59, ex. 591, 4, 6	All other stores:						
	Number -----	8	8	4	6	7	18
	Sales (\$1,000) -----	4 203	6 354	5 738	1 826	8 872	19 075
	Number of Establishments						
	Retail stores^{1 2} -----	36	114	24	32	39	47
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	1	1	1	1	4
525	Hardware stores -----	-	-	-	-	-	-
52 ex. 525	Other -----	1	1	1	1	1	4
53	General merchandise group stores -----	3	5	1	2	2	3
531	Department stores ⁴ -----	2	4	1	1	2	1
533	Variety stores -----	-	1	-	-	-	1
539	Miscellaneous general merchandise stores -----	1	-	-	1	-	1
54	Food stores⁵ -----	7	8	3	3	6	4
541	Grocery stores -----	4	1	2	1	2	2
55 ex. 554	Automotive dealers -----	-	-	1	1	2	6
554	Gasoline service stations -----	2	-	1	1	2	6
56	Apparel and accessory stores -----	6	47	4	3	4	5
561	Men's and boys' clothing and furnishings stores --	2	9	1	-	-	1
562, 3, 8	Women's clothing and specialty stores and furriers -----	-	18	1	-	1	1
562	Women's ready-to-wear stores -----	-	16	1	-	1	1
565	Family clothing stores -----	1	2	-	1	1	-
566	Shoe stores -----	3	13	1	1	2	3
564, 9	Other apparel and accessory stores -----	-	5	1	1	-	-
57	Furniture, home furnishings, and equipment stores -----	2	9	4	4	7	3
5712 ⁶	Furniture stores -----	-	2	1	1	1	1
5713, 4, 9	Home furnishings stores -----	1	1	1	-	2	1
572, 3	Household appliance, radio, television, and music stores -----	1	6	2	3	4	1
58	Eating and drinking places -----	4	13	3	7	3	8
5812	Eating places -----	3	13	3	6	3	8
5813	Drinking places (alcoholic beverages) -----	1	-	-	1	-	-
591	Drug and proprietary stores -----	1	1	1	1	2	2
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	10	30	5	9	10	6
592	Liquor stores -----	2	1	1	2	-	-
594	Miscellaneous shopping goods stores -----	5	23	4	6	8	4
5992	Florists -----	1	1	-	1	1	-

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Major Retail Centers with 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 3					
	Retail stores²-----	147	37 377	5 567	1 362	872
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	742	92	21	11
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	7 245	1 049	273	182
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	10	1 548	175	35	37
541	Grocery stores -----	3	425	58	11	5
55 ex. 554	Automotive dealers -----	-	-	-	-	-
554	Gasoline service stations -----	-	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	44	11 932	1 774	442	236
561	Men's and boys' clothing and furnishings stores -----	8	4 926	671	178	60
562, 3, 8	Women's clothing and specialty stores and furriers -----	21	4 198	692	171	120
562	Women's ready-to-wear stores -----	19	(D)	(D)	(D)	(D)
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	10	1 978	260	64	39
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	17	4 456	632	162	79
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	9	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	2 337	317	78	45
58	Eating and drinking places -----	14	2 306	468	111	131
5812	Eating places -----	12	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	2	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	4	1 552	183	43	32
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	47	(D)	(D)	(D)	(D)
592	Liquor stores -----	6	1 361	108	23	14
594	Miscellaneous shopping goods stores -----	28	4 887	936	213	126
5992	Florists -----	3	158	26	5	3

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers with 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
MRC No. 9						
	Retail stores²-----	114	107 113	14 918	3 537	2 693
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	5	(D)	(D)	(D)	(D)
531	Department stores ³ -----	4	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores⁴ -----	8	(D)	(D)	(D)	(D)
541	Grocery stores -----	1	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	-	-	-	-	-
554	Gasoline service stations -----	-	-	-	-	-
56	Apparel and accessory stores -----	47	17 414	2 472	605	375
561	Men's and boys' clothing and furnishings stores -----	9	5 220	934	242	95
562, 3, 8	Women's clothing and specialty stores and furriers -----	18	6 646	825	211	175
562	Women's ready-to-wear stores -----	16	6 808	786	202	162
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	13	3 443	495	103	65
564, 9	Other apparel and accessory stores -----	5	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	9	4 906	629	137	77
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	6	4 127	464	93	59
58	Eating and drinking places -----	13	4 205	908	227	250
5812	Eating places -----	13	4 205	908	227	250
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	Drug and proprietary stores -----	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	30	(D)	(D)	(D)	(D)
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	23	11 640	1 520	347	218
5992	Florists -----	1	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Long Branch					
	Retail stores ² -----	258	66 032	7 854	1 860	1 128
52	Building materials, hardware, garden supply, and mobile home dealers -----	8	2 813	(D)	(D)	(D)
525	Hardware stores -----	4	793	(D)	(D)	(D)
52 ex. 525	Other -----	4	2 020	(D)	(D)	(D)
53	General merchandise group stores -----	1	(D)	(D)	(D)	(D)
531	Department stores ³ -----	-	-	-	-	-
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores ⁴ -----	34	21 907	2 090	434	256
541	Grocery stores -----	23	19 672	1 777	371	217
55 ex. 554	Automotive dealers -----	11	9 386	(D)	(D)	(D)
554	Gasoline service stations -----	15	3 974	272	68	47
56	Apparel and accessory stores -----	22	2 773	500	105	69
561	Men's and boys' clothing and furnishings stores -----	5	1 196	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	8	822	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	8	822	(D)	(D)	(D)
565	Family clothing stores -----	4	467	(D)	(D)	(D)
566	Shoe stores -----	2	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	-	-	-
57	Furniture, home furnishings, and equipment stores -----	18	1 734	(D)	(D)	(D)
5712	Furniture stores -----	8	688	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	5	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	78	8 113	1 703	412	376
5812	Eating places -----	55	6 021	1 447	348	320
5813	Drinking places (alcoholic beverages) -----	23	2 092	256	64	56
591	Drug and proprietary stores -----	9	4 161	(D)	(D)	(D)
59 ex. 591, 8	Miscellaneous retail stores ⁵ -----	64	(D)	(D)	(D)	(D)
592	Liquor stores -----	12	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	29	2 145	304	63	40
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Asbury Park					
	Retail stores ² -----	226	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	6	986	(D)	(D)	(D)
525	Hardware stores -----	3	236	(D)	(D)	(D)
52 ex. 525	Other -----	3	750	113	22	21
53	General merchandise group stores -----	4	(D)	(D)	(D)	(D)
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores ⁴ -----	32	7 970	846	181	127
541	Grocery stores -----	15	5 927	525	124	75
55 ex. 554	Automotive dealers -----	10	9 085	(D)	(D)	(D)
554	Gasoline service stations -----	13	4 592	409	101	57
56	Apparel and accessory stores -----	23	4 970	810	204	121
561	Men's and boys' clothing and furnishings stores -----	6	1 011	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	10	2 455	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	5	2 012	307	71	46
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	3	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	14	2 587	(D)	(D)	(D)
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	936	200	30	15
572, 3	Household appliance, radio, television, and music stores -----	8	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	74	7 768	(D)	(D)	(D)
5812	Eating places -----	47	4 130	1 095	190	185
5813	Drinking places (alcoholic beverages) -----	27	3 638	(D)	(D)	(D)
591	Drug and proprietary stores -----	6	1 353	176	41	27
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	44	(D)	(D)	(D)	(D)
592	Liquor stores -----	7	1 034	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	21	1 436	165	41	24
5992	Florists -----	2	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
Long Branch-Asbury Park, N.J., SMSA						
	Retail stores² -----	4 094	1 655 315	203 002	47 305	29 244
52	Building materials, hardware, garden supply, and mobile home dealers -----	183	70 117	8 601	1 979	914
525	Hardware stores -----	52	7 524	965	238	143
52 ex. 525	Other -----	131	62 593	7 636	1 741	771
53	General merchandise group stores -----	66	190 492	28 337	6 406	4 494
531	Department stores ³ -----	20	174 359	26 083	5 819	4 085
533	Variety stores -----	20	(D)	1 543	411	278
539	Miscellaneous general merchandise stores -----	26	(D)	711	176	131
54	Food stores⁴ -----	544	424 927	41 899	10 133	5 369
541	Grocery stores -----	280	380 629	36 840	8 935	4 378
55 ex. 554	Automotive dealers -----	211	306 959	27 952	6 580	2 192
554	Gasoline service stations -----	349	131 000	8 997	2 260	1 446
56	Apparel and accessory stores -----	391	83 217	11 199	2 670	1 723
561	Men's and boys' clothing and furnishings stores -----	72	22 676	3 517	843	383
562, 3, 8	Women's clothing and specialty stores and furriers -----	152	29 447	3 951	927	680
562	Women's ready-to-wear stores -----	121	27 306	3 646	848	605
565	Family clothing stores -----	41	12 069	1 110	290	242
566	Shoe stores -----	75	15 000	2 160	502	328
564, 9	Other apparel and accessory stores -----	51	4 025	461	108	90
57	Furniture, home furnishings, and equipment stores -----	292	78 519	11 716	2 701	1 177
5712	Furniture stores -----	82	34 935	5 774	1 309	523
5713, 4, 9	Home furnishings stores -----	114	15 922	2 428	590	271
572, 3	Household appliance, radio, television, and music stores -----	96	27 662	3 514	802	383
58	Eating and drinking places -----	949	163 524	39 224	8 665	8 540
5812	Eating places -----	715	133 269	33 782	7 316	7 408
5813	Drinking places (alcoholic beverages) -----	234	30 255	5 442	1 349	1 132
591	Drug and proprietary stores -----	112	47 433	6 414	1 487	976
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	997	159 127	18 663	4 424	2 413
592	Liquor stores -----	148	44 542	4 119	922	570
594	Miscellaneous shopping goods stores -----	432	52 260	6 656	1 534	1 002
5992	Florists -----	67	4 588	755	176	135

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Long Branch-Asbury Park SMSA in 1972

Table 6. **Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Long Branch-Asbury Park SMSA in 1977

Table 7. **Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Long Branch-Asbury Park SMSA in 1977

NEW BRUNSWICK-PERTH AMBOY-SAYREVILLE**Standard Metropolitan Statistical Area**

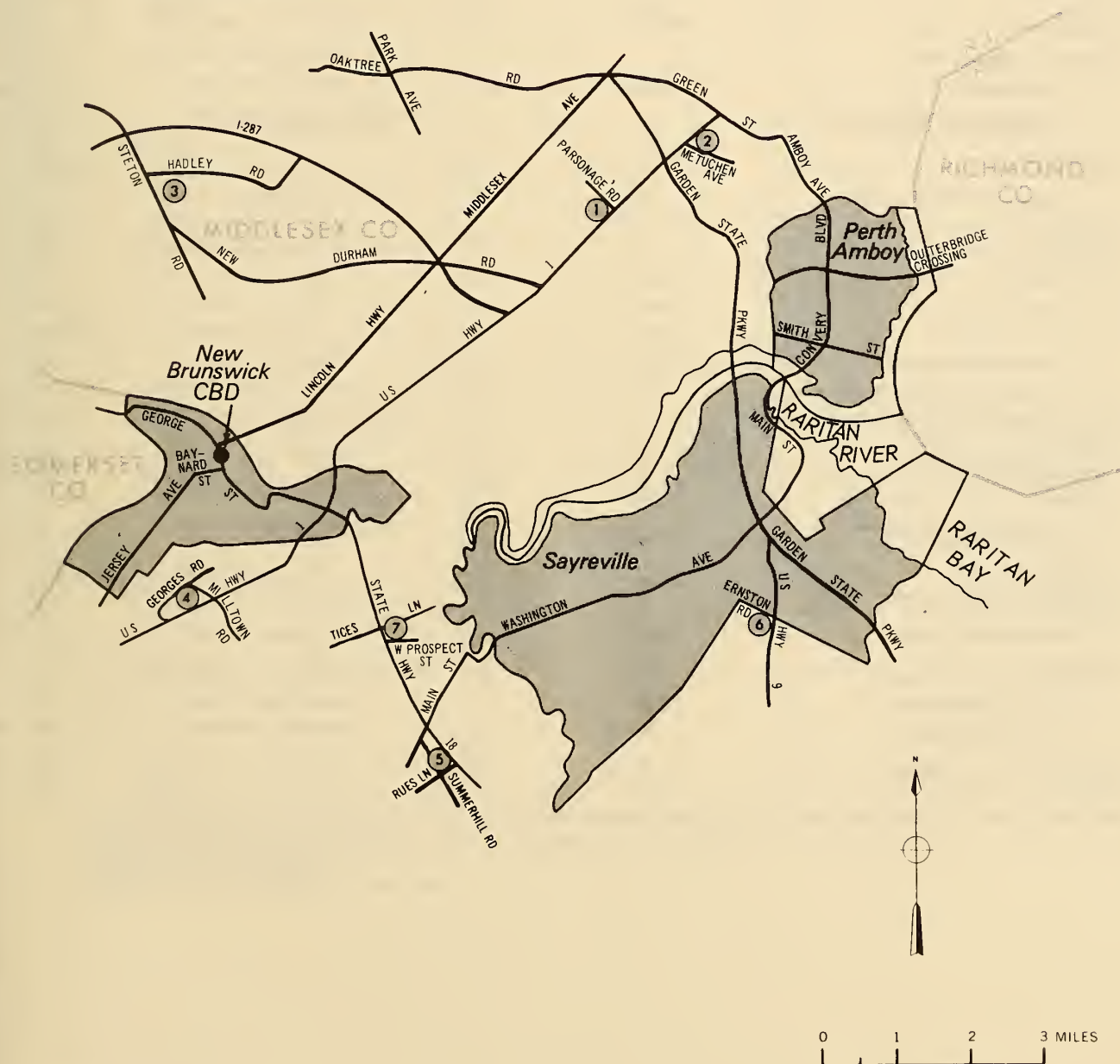
NEW BRUNSWICK-PERTH AMBOY-SAYREVILLE**New Brunswick
Central Business District**

Comprising Census Tract 54

0 1000 2000 FEET

NEW BRUNSWICK-PERTH AMBOY-SAYREVILLE

Major Retail Centers



- Central Business District
- ① Major Retail Centers (boundary descriptions are in appendix E)
- Central Cities

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers	
					No. 1	No. 2
	Retail stores:^{1 2}					
	Number -----	3 962	377	122	67	140
	Sales (\$1,000) -----	1 862 478	(D)	28 591	99 901	131 054
	Payroll entire year (\$1,000) -----	214 503	(D)	4 489	12 662	16 667
	Paid employees for week including March 12 ---	33 012	(D)	572	2 339	2 866
54, 58, 591	Convenience goods stores:					
	Number -----	1 643	175	42	13	25
	Sales (\$1,000) -----	672 747	26 939	4 945	3 979	6 981
53, 56, 57; 594	Shopping goods stores (GAF):³					
	Number -----	1 025	89	58	47	107
	Sales (\$1,000) -----	587 467	(D)	19 378	93 175	122 006
52, 55, 59, ex. 591, 4, 6	All other stores:					
	Number -----	1 294	113	22	7	8
	Sales (\$1,000) -----	602 264	(D)	4 268	2 747	2 067
	Number of Establishments					
	Retail stores ^{1 2} -----	3 962	377	122	67	140
52	Building materials, hardware, garden supply, and mobile home dealers -----	153	10	3	1	-
525	Hardware stores -----	47	4	2	-	-
52 ex. 525	Other -----	106	6	1	1	-
53	General merchandise group stores -----	63	4	3	4	3
531	Department stores ⁴ -----	19	1	-	3	2
533	Variety stores -----	25	1	1	1	1
539	Miscellaneous general merchandise stores -----	19	2	2	-	-
54	Food stores ⁵ -----	574	48	9	6	9
541	Grocery stores -----	289	24	3	1	1
55 ex. 554	Automotive dealers -----	201	14	1	1	-
554	Gasoline service stations -----	408	26	4	-	-
56	Apparel and accessory stores -----	353	28	24	27	69
561	Men's and boys' clothing and furnishings stores --	54	8	8	5	13
562, 3, 8	Women's clothing and specialty stores and furriers -----	137	11	9	9	29
562	Women's ready-to-wear stores -----	110	7	6	8	24
565	Family clothing stores -----	32	2	2	1	10
566	Shoe stores -----	86	5	4	10	14
564, 9	Other apparel and accessory stores -----	44	2	1	2	3
57	Furniture, home furnishings, and equipment stores -----	263	28	15	5	13
5712	Furniture stores -----	78	10	7	1	2
5713, 4, 9	Home furnishings stores -----	86	6	3	-	6
572, 3	Household appliance, radio, television, and music stores -----	99	12	5	4	5
58	Eating and drinking places -----	966	119	31	5	13
5812	Eating places -----	629	72	23	5	13
5813	Drinking places (alcoholic beverages) -----	337	47	8	-	-
591	Drug and proprietary stores -----	103	8	2	2	3
59 ex. 591, 6	Miscellaneous retail stores ⁶ -----	878	92	30	16	30
592	Liquor stores -----	153	19	5	1	1
594	Miscellaneous shopping goods stores -----	346	29	16	11	22
5992	Florists -----	82	8	1	1	1

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.				
		No. 3	No. 4	No. 5	No. 6	No. 7
	Retail stores:^{1 2}					
	Number	42	32	71	26	31
	Sales (\$1,000)	27 123	31 314	62 483	14 743	48 654
	Payroll entire year (\$1,000)	3 457	3 809	8 297	2 070	5 370
	Paid employees for week including March 12 ---	654	571	1 722	311	832
54, 58, 591	Convenience goods stores:					
	Number	14	14	15	5	8
	Sales (\$1,000)	3 125	12 855	3 686	4 375	6 224
53, 56, 57; 594	Shopping goods stores (GAF):³					
	Number	24	11	52	15	13
	Sales (\$1,000)	19 021	9 816	57 812	6 710	29 509
52, 55, 59, ex. 591, 4, 6	All other stores:					
	Number	4	7	4	6	10
	Sales (\$1,000)	4 977	8 643	985	3 658	12 921
	Number of Establishments					
	Retail stores ^{1 2}	42	32	71	26	31
52	Building materials, hardware, garden supply, and mobile home dealers	1	1	-	1	-
525	Hardware stores	1	-	-	-	-
52 ex. 525	Other	-	1	-	1	-
53	General merchandise group stores	1	2	3	2	3
531	Department stores ⁴	1	1	2	1	2
533	Variety stores	-	1	1	1	1
539	Miscellaneous general merchandise stores	-	-	-	-	-
54	Food stores ⁵	7	7	6	2	4
541	Grocery stores	3	2	-	1	3
55 ex. 554	Automotive dealers	-	3	-	2	5
554	Gasoline service stations	-	1	-	-	3
56	Apparel and accessory stores	10	5	31	4	3
561	Men's and boys' clothing and furnishings stores --	2	-	4	1	1
562, 3, 8	Women's clothing and specialty stores and furriers	4	1	13	1	1
562	Women's ready-to-wear stores	4	1	12	1	1
565	Family clothing stores	2	-	1	-	-
566	Shoe stores	2	2	9	1	1
564, 9	Other apparel and accessory stores	-	2	4	1	-
57	Furniture, home furnishings, and equipment stores	4	1	3	3	2
5712	Furniture stores	-	-	-	1	-
5713, 4, 9	Home furnishings stores	-	1	-	1	-
572, 3	Household appliance, radio, television, and music stores	4	-	3	1	2
58	Eating and drinking places	7	6	8	2	3
5812	Eating places	7	6	8	2	3
5813	Drinking places (alcoholic beverages)	-	-	-	-	-
591	Drug and proprietary stores	-	1	1	1	1
59 ex. 591, 6	Miscellaneous retail stores ⁶	12	5	19	9	7
592	Liquor stores	1	1	-	1	1
594	Miscellaneous shopping goods stores	9	3	15	6	5
5992	Florists	1	-	-	-	-

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	New Brunswick CBD					
	Retail stores²-----	122	28 591	4 489	1 023	572
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	(D)	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	3	(D)	(D)	(D)	(D)
531	Department stores ³ -----	-	-	-	-	-
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	9	(D)	(D)	(D)	(D)
541	Grocery stores -----	3	195	-	-	-
55 ex. 554	Automotive dealers -----	1	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	4	1 469	108	31	17
56	Apparel and accessory stores -----	24	5 111	964	210	98
561	Men's and boys' clothing and furnishings stores -----	8	3 044	590	120	42
562, 3, 8	Women's clothing and specialty stores and furriers -----	9	1 120	201	51	33
562	Women's ready-to-wear stores -----	6	914	181	46	29
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	4	755	140	34	17
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	15	10 888	1 425	304	102
5712	Furniture stores -----	7	2 787	573	112	48
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	5	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	31	3 357	734	179	171
5812	Eating places -----	23	2 584	589	150	149
5813	Drinking places (alcoholic beverages) -----	8	773	145	29	22
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	30	4 493	845	177	96
592	Liquor stores -----	5	1 185	144	27	19
594	Miscellaneous shopping goods stores -----	16	(D)	(D)	(D)	(D)
5992	Florists -----	1	(D)	(D)	(D)	(D)

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 2					
	Retail stores²	140	131 054	16 667	3 876	2 866
52	Building materials, hardware, garden supply, and mobile home dealers	-	-	-	-	-
525	Hardware stores	-	-	-	-	-
52 ex. 525	Other	-	-	-	-	-
53	General merchandise group stores	3	(D)	(D)	(D)	(D)
531	Department stores ³	2	(D)	(D)	(D)	(D)
533	Variety stores	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	-	-	-	-	-
54	Food stores⁴	9	(D)	(D)	(D)	(D)
541	Grocery stores	1	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	-	-	-	-	-
554	Gasoline service stations	-	-	-	-	-
56	Apparel and accessory stores	69	41 112	5 300	1 247	875
561	Men's and boys' clothing and furnishings stores	13	7 231	1 156	264	127
562, 3, 8	Women's clothing and specialty stores and furriers	29	14 167	1 643	389	317
562	Women's ready-to-wear stores	24	13 671	1 552	368	286
565	Family clothing stores	10	12 193	1 466	367	277
566	Shoe stores	14	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	13	7 249	889	221	135
5712	Furniture stores	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	6	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	5	4 240	442	102	68
58	Eating and drinking places	13	3 815	979	213	227
5812	Eating places	13	3 815	979	213	227
5813	Drinking places (alcoholic beverages)	-	-	-	-	-
591	Drug and proprietary stores	3	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵	30	13 630	1 800	418	286
592	Liquor stores	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	22	(D)	(D)	(D)	(D)
5992	Florists	1	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
New Brunswick						
	Retail stores² -----	377	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	10	4 531	(D)	(D)	(D)
525	Hardware stores -----	4	479	(D)	(D)	(D)
52 ex. 525	Other -----	6	4 052	(D)	(D)	(D)
53	General merchandise group stores -----	4	(D)	(D)	(D)	(D)
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	48	11 436	937	257	142
541	Grocery stores -----	24	8 751	693	196	93
55 ex. 554	Automotive dealers -----	14	31 320	(D)	(D)	(D)
554	Gasoline service stations -----	26	8 421	571	145	90
56	Apparel and accessory stores -----	28	5 274	981	226	112
561	Men's and boys' clothing and furnishings stores -----	8	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	1 192	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	7	960	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	5	762	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	28	14 765	1 978	431	162
5712	Furniture stores -----	10	3 485	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	6	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	12	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	119	13 790	3 161	777	748
5812	Eating places -----	72	9 381	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	47	4 409	(D)	(D)	(D)
591	Drug and proprietary stores -----	8	1 713	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	92	(D)	(D)	(D)	(D)
592	Liquor stores -----	19	5 192	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	29	3 737	699	155	94
5992	Florists -----	8	465	72	15	17

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
New Brunswick-Perth Amboy-Sayreville, N.J., SMSA						
	Retail stores ² -----	3 962	1 862 478	214 503	51 622	33 012
52	Building materials, hardware, garden supply, and mobile home dealers -----	153	78 301	9 145	2 085	1 111
525	Hardware stores -----	47	14 259	1 950	458	260
52 ex. 525	Other -----	106	64 042	7 195	1 627	851
53	General merchandise group stores -----	63	319 587	38 428	9 155	6 791
531	Department stores ³ -----	19	301 838	35 908	8 532	6 235
533	Variety stores -----	25	12 186	1 942	480	486
539	Miscellaneous general merchandise stores -----	19	5 563	578	143	90
54	Food stores ⁴ -----	574	467 497	44 929	11 065	5 645
541	Grocery stores -----	289	413 142	37 601	9 310	4 398
55 ex. 554	Automotive dealers -----	201	260 897	22 724	5 622	1 927
554	Gasoline service stations -----	408	152 467	10 109	2 534	1 561
56	Apparel and accessory stores -----	353	126 011	16 703	4 032	2 778
561	Men's and boys' clothing and furnishings stores -----	54	25 191	4 277	1 024	501
562, 3, 8	Women's clothing and specialty stores and furriers -----	137	40 793	5 016	1 211	974
562	Women's ready-to-wear stores -----	110	38 974	4 766	1 156	919
565	Family clothing stores -----	32	32 674	3 511	914	717
566	Shoe stores -----	86	23 089	3 291	695	465
564, 9	Other apparel and accessory stores -----	44	4 264	608	188	121
57	Furniture, home furnishings, and equipment stores -----	263	77 028	10 097	2 348	1 116
5712	Furniture stores -----	78	24 767	3 771	868	418
5713, 4, 9	Home furnishings stores -----	86	19 175	2 665	661	294
572, 3	Household appliance, radio, television, and music stores -----	99	33 086	3 661	819	404
58	Eating and drinking places -----	966	158 344	35 442	8 319	8 118
5812	Eating places -----	629	119 990	28 438	6 600	6 739
5813	Drinking places (alcoholic beverages) -----	337	38 354	7 004	1 719	1 379
591	Drug and proprietary stores -----	103	46 906	6 976	1 737	1 176
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	878	175 440	19 950	4 725	2 789
592	Liquor stores -----	153	47 492	4 618	1 099	704
594	Miscellaneous shopping goods stores -----	346	64 841	8 496	1 923	1 320
5992	Florists -----	82	5 288	877	206	153

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the New Brunswick-Perth Amboy SMSA in 1972

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district ²	City	Standard metropolitan statistical area
	New Brunswick			
	Retail stores ³ -----	(NA)	(NA)	40.5
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	(NA)	30.6
525	Hardware stores -----	(NA)	(NA)	(D)
52 ex. 525	Other -----	(NA)	(NA)	(D)
53	General merchandise group stores -----	(NA)	(NA)	11.8
531	Department stores ⁴ -----	(NA)	(NA)	18.0
533	Variety stores -----	(NA)	(NA)	-46.5
539	Miscellaneous general merchandise stores -----	(NA)	(NA)	-23.9
54	Food stores ⁵ -----	(NA)	(NA)	38.1
541	Grocery stores -----	(NA)	(NA)	37.8
55 ex. 554	Automotive dealers -----	(NA)	(NA)	56.6
554	Gasoline service stations -----	(NA)	(NA)	60.4
56	Apparel and accessory stores -----	(NA)	(NA)	52.0
561	Men's and boys' clothing and furnishings stores -----	(NA)	(NA)	27.7
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NA)	(NA)	18.2
562	Women's ready-to-wear stores -----	(NA)	(NA)	23.7
565	Family clothing stores -----	(NA)	(NA)	(NC)
566	Shoe stores -----	(NA)	(NA)	42.3
564, 9	Other apparel and accessory stores -----	(NA)	(NA)	12.5
57	Furniture, home furnishings, and equipment stores -----	(NA)	(NA)	42.9
5712	Furniture stores -----	(NA)	(NA)	14.0
5713, 4, 9	Home furnishings stores -----	(NA)	(NA)	59.0
572, 3	Household appliance, radio, television, and music stores -----	(NA)	(NA)	64.5
58	Eating and drinking places -----	(NA)	(NA)	55.5
5812	Eating places -----	(NA)	(NA)	64.3
5813	Drinking places (alcoholic beverages) -----	(NA)	(NA)	33.1
591	Drug and proprietary stores -----	(NA)	(NA)	20.2
59 ex. 591, 6	Miscellaneous retail stores ⁶ -----	(NA)	(NA)	71.4
592	Liquor stores -----	(NA)	(NA)	52.4
594	Miscellaneous shopping goods stores -----	(NA)	(NA)	77.2
5992	Florists -----	(NA)	(NA)	70.7

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²This CBD did not qualify as a central business district in 1972.

³Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	New Brunswick					
	Retail stores ¹ -----	(D)	1.5	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	(D)	4.2
525	Hardware stores -----	(D)	(D)	(D)	(D)	0.8
52 ex. 525	Other -----	(D)	(D)	(D)	2.8	3.4
53	General merchandise group stores -----	3.0	(D)	(D)	26.7	17.2
531	Department stores ² -----	(D)	-	-	25.9	16.2
533	Variety stores -----	(D)	(D)	(D)	0.7	0.7
539	Miscellaneous general merchandise stores -----	100.0	(D)	(D)	0.1	0.3
54	Food stores ³ -----	(D)	(D)	(D)	(D)	25.1
541	Grocery stores -----	2.2	-	0.7	(D)	22.2
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	(D)	14.0
554	Gasoline service stations -----	17.4	1.0	5.1	(D)	8.2
56	Apparel and accessory stores -----	96.9	4.1	17.9	(D)	6.8
561	Men's and boys' clothing and furnishings stores -----	(D)	12.1	10.6	2.2	1.4
562, 3, 8	Women's clothing and specialty stores and furriers -----	94.0	2.7	3.9	(D)	2.2
562	Women's ready-to-wear stores -----	95.2	2.3	3.2	(D)	2.1
565	Family clothing stores -----	100.0	(D)	(D)	0.1	1.8
566	Shoe stores -----	99.1	3.3	2.6	(D)	1.2
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	-	0.2
57	Furniture, home furnishings, and equipment stores -----	73.7	14.1	38.1	(D)	4.1
5712	Furniture stores -----	80.0	11.3	9.7	(D)	1.3
5713, 4, 9	Home furnishings stores -----	73.1	(D)	(D)	1.0	1.0
572, 3	Household appliance, radio, television, and music stores -----	71.6	(D)	(D)	6.8	1.8
58	Eating and drinking places -----	24.3	2.1	11.7	(D)	8.5
5812	Eating places -----	27.5	2.2	9.0	(D)	6.4
5813	Drinking places (alcoholic beverages) -----	17.5	2.0	2.7	(D)	2.1
591	Drug and proprietary stores -----	(D)	(D)	(D)	(D)	2.5
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	(D)	2.6	15.7	10.5	9.4
592	Liquor stores -----	22.8	2.5	4.1	(D)	2.5
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	(D)	3.5
5992	Florists -----	(D)	(D)	(D)	(D)	0.3

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

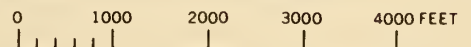
NEWARK**Standard Metropolitan Statistical Area**

NEWARK

Central Business District



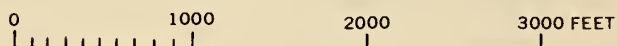
Comprising Census Tracts 80, 81 and 85



NEWARK

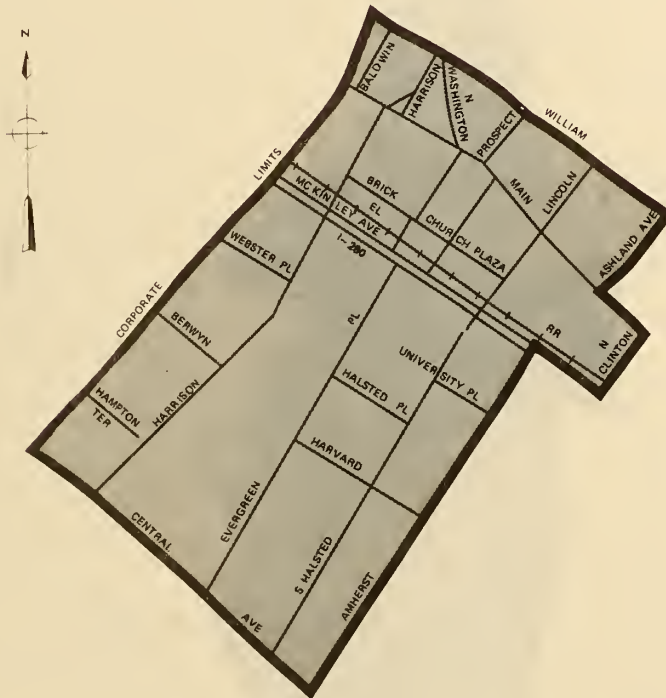
Elizabeth
Central Business District

Comprising Census Tracts 308.01 and 319.01

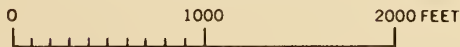


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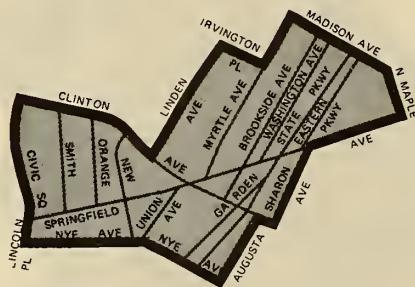
East Orange Central Business District



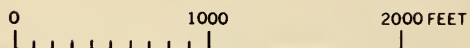
Comprising Census Tract 113



NEWARK

Irvington
Central Business District

Comprising Census Tract 119

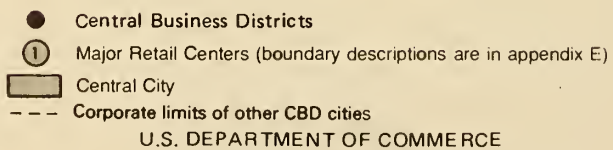


NEWARK

Bloomfield Central Business District



Major Retail Centers



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Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities					Central business districts	
			Newark	Elizabeth	East Orange	Irvington	Bloomfield	Newark	Elizabeth
	Retail stores:^{1 2}								
	Number -----	15 057	2 278	971	334	510	409	489	203
	Sales (\$1,000) -----	6 146 698	635 992	288 250	131 331	(D)	136 395	204 536	49 047
	Payroll entire year (\$1,000) -----	763 660	111 260	34 004	14 944	(D)	15 414	58 791	7 633
	Paid employees for week including March 12 ---	105 081	14 138	4 514	1 950	(D)	2 085	7 298	1 059
54, 58, 591	Convenience goods stores:								
	Number -----	6 000	1 237	479	132	239	172	195	62
	Sales (\$1,000) -----	2 272 300	246 723	(D)	46 873	57 309	63 115	38 320	7 207
53, 56, 57; 594	Shopping goods stores (GAF):³								
	Number -----	4 252	476	249	81	136	117	214	109
	Sales (\$1,000) -----	1 530 116	210 548	(D)	15 743	(D)	18 975	147 547	35 833
52, 55, 59, ex. 591, 4, 6	All other stores:								
	Number -----	4 805	565	243	121	135	120	80	32
	Sales (\$1,000) -----	2 344 282	178 721	115 578	68 715	(D)	54 305	18 669	6 007
	Number of Establishments								
	Retail stores ^{1 2} -----	15 057	2 278	971	334	510	409	489	203
52	Building materials, hardware, garden supply, and mobile home dealers -----	545	48	25	11	10	16	3	2
525	Hardware stores -----	175	26	10	5	3	5	2	-
52 ex. 525	Other -----	370	22	15	6	7	11	1	2
53	General merchandise group stores -----	226	31	15	4	9	6	13	5
531	Department stores ⁴ -----	38	5	2	-	1	-	4	1
533	Variety stores -----	102	12	7	4	4	4	5	2
539	Miscellaneous general merchandise stores -----	86	14	6	-	4	2	4	2
54	Food stores ⁵ -----	2 309	456	188	48	110	85	34	11
541	Grocery stores -----	1 223	272	99	31	51	38	9	4
55 ex. 554	Automotive dealers -----	741	71	51	18	22	13	7	2
554	Gasoline service stations -----	1 362	138	59	35	43	44	7	3
56	Apparel and accessory stores -----	1 535	224	113	27	52	48	129	63
561	Men's and boys' clothing and furnishings stores --	276	54	20	4	7	9	39	12
562, 3, 8	Women's clothing and specialty stores and furriers -----	620	65	43	12	31	20	33	22
562	Women's ready-to-wear stores -----	499	41	35	11	21	18	17	18
565	Family clothing stores -----	138	17	12	1	4	4	4	4
566	Shoe stores -----	311	56	26	5	7	10	40	19
564, 9	Other apparel and accessory stores -----	190	32	12	5	3	5	13	6
57	Furniture, home furnishings, and equipment stores -----	1 123	121	60	27	36	27	35	19
5712	Furniture stores -----	334	55	21	8	8	5	10	6
5713, 4, 9	Home furnishings stores -----	428	34	17	10	15	13	7	2
572, 3	Household appliance, radio, television, and music stores -----	361	32	22	9	13	9	18	11
58	Eating and drinking places -----	3 256	718	261	69	113	74	150	46
5812	Eating places -----	2 185	373	136	58	66	57	101	25
5813	Drinking places (alcoholic beverages) -----	1 071	345	125	11	47	17	49	21
591	Drug and proprietary stores -----	435	63	30	15	16	13	11	5
59 ex. 591, 6	Miscellaneous retail stores ⁶ -----	3 525	408	169	80	99	83	100	47
592	Liquor stores -----	596	123	38	19	21	13	11	10
594	Miscellaneous shopping goods stores -----	1 368	100	61	23	39	36	37	22
5992	Florists -----	262	30	11	6	11	7	5	2

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Central business districts—Con.			Major retail centers				
		East Orange	Irvington	Bloomfield	No. 1	No. 2	No. 3	No. 4	No. 5
54, 58, 591	Retail stores:^{1 2}								
	Number -----	82	108	155	171	202	166	107	125
	Sales (\$1,000) -----	38 245	50 296	39 990	55 018	50 524	78 861	127 682	55 524
	Payroll entire year (\$1,000) -----	5 212	6 877	5 870	8 757	7 275	13 019	15 473	8 428
	Paid employees for week including March 12 ---	597	890	915	1 521	956	1 773	2 891	1 272
53, 56, 57; 594	Convenience goods stores:								
	Number -----	31	23	49	43	36	44	18	25
52, 55, 59, ex. 591, 4, 6	Shopping goods stores (GAF):³								
	Number -----	28	62	72	106	95	84	83	73
52, 55, 59, ex. 591, 4, 6	All other stores:								
	Number -----	23	23	34	22	71	38	6	27
52	Sales (\$1,000) -----	25 916	11 373	9 262	3 525	12 660	13 812	831	10 880
	Number of Establishments								
52	Retail stores^{1 2} -----	82	108	155	171	202	166	107	125
	Building materials, hardware, garden supply, and mobile home dealers -----	1	2	6	2	4	4	-	3
525 52 ex. 525	Hardware stores -----	-	-	2	-	3	1	-	2
	Other -----	1	2	4	2	1	3	-	1
53	General merchandise group stores -----	2	4	5	5	2	5	3	3
	Department stores ⁴ -----	-	-	-	2	1	2	3	1
531 533 539	Variety stores -----	2	2	4	2	-	1	-	1
	Miscellaneous general merchandise stores -----	-	2	1	1	1	2	-	1
54	Food stores⁵ -----	6	7	18	17	12	11	9	10
	Grocery stores -----	3	5	8	8	6	8	-	3
55 ex. 554	Automotive dealers -----	5	2	3	3	8	2	-	1
	Gasoline service stations -----	-	5	11	1	3	1	-	2
56	Apparel and accessory stores -----	17	29	35	57	28	26	53	30
	Men's and boys' clothing and furnishings stores --	3	4	7	11	2	7	14	5
561 562, 3, 8	Women's clothing and specialty stores and								
	furnishings -----	7	16	12	21	13	10	15	15
562	Women's ready-to-wear stores -----	6	11	10	13	10	9	13	15
	Family clothing stores -----	-	1	2	7	2	2	4	2
565 566 564, 9	Shoe stores -----	4	6	10	12	6	5	18	4
	Other apparel and accessory stores -----	3	2	4	6	5	2	2	4
57	Furniture, home furnishings, and equipment stores -----	5	15	14	23	28	23	9	17
	Furniture stores -----	-	4	3	8	5	6	1	1
5712 5713, 4, 9 572, 3	Home furnishings stores -----	2	5	6	7	14	9	4	7
	Household appliance, radio, television, and music stores -----	3	6	5	8	9	8	4	9
58	Eating and drinking places -----	20	11	27	22	19	27	8	11
	Eating places -----	18	8	22	19	16	20	8	9
5812 5813	Drinking places (alcoholic beverages) -----	2	3	5	3	3	7	-	2
591	Drug and proprietary stores -----	5	5	4	4	5	6	1	4
	Miscellaneous retail stores⁶ -----	21	28	32	37	93	61	24	44
59 ex. 591, 6	Liquor stores -----	2	4	3	2	8	5	-	6
	Miscellaneous shopping goods stores -----	4	14	18	21	37	30	18	23
592 594 5992	Florists -----	4	4	2	1	4	4	1	2

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Newark CBD					
	Retail stores ² -----	489	204 536	58 791	14 192	7 298
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	(D)	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	13	85 113	37 967	9 144	4 435
531	Department stores ³ -----	4	(D)	(D)	(D)	(D)
533	Variety stores -----	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	34	10 747	1 537	409	201
541	Grocery stores -----	9	1 584	114	31	22
55 ex. 554	Automotive dealers -----	7	8 335	965	230	75
554	Gasoline service stations -----	7	1 654	93	34	24
56	Apparel and accessory stores -----	129	40 639	6 320	1 480	826
561	Men's and boys' clothing and furnishings stores -----	39	12 754	2 339	562	250
562, 3, 8	Women's clothing and specialty stores and furriers -----	33	14 556	1 835	439	317
562	Women's ready-to-wear stores -----	17	12 903	1 518	362	276
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	40	9 766	1 565	358	186
564, 9	Other apparel and accessory stores -----	13	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	35	14 210	2 583	572	226
5712	Furniture stores -----	10	5 869	1 139	242	87
5713, 4, 9	Home furnishings stores -----	7	3 881	649	151	54
572, 3	Household appliance, radio, television, and music stores -----	18	4 460	795	179	85
58	Eating and drinking places -----	150	19 850	5 479	1 385	999
5812	Eating places -----	101	15 849	4 646	1 170	874
5813	Drinking places (alcoholic beverages) -----	49	4 001	833	215	125
591	Drug and proprietary stores -----	11	7 723	954	227	128
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	100	(D)	(D)	(D)	(D)
592	Liquor stores -----	11	1 703	157	50	29
594	Miscellaneous shopping goods stores -----	37	7 585	1 179	291	163
5992	Florists -----	5	611	131	34	26

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Elizabeth CBD					
	Retail stores ² -----	203	49 047	7 633	1 829	1 059
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	5	6 165	845	207	165
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	11	(D)	(D)	(D)	(D)
541	Grocery stores -----	4	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	3	1 069	10	1	1
56	Apparel and accessory stores -----	63	18 199	3 121	735	438
561	Men's and boys' clothing and furnishings stores -----	12	4 355	832	182	79
562, 3, 8	Women's clothing and specialty stores and furriers -----	22	7 115	1 182	286	169
562	Women's ready-to-wear stores -----	18	6 805	1 144	275	161
565	Family clothing stores -----	4	1 263	253	68	39
566	Shoe stores -----	19	3 209	554	128	87
564, 9	Other apparel and accessory stores -----	6	2 257	300	71	64
57	Furniture, home furnishings, and equipment stores -----	19	8 559	1 291	327	92
5712	Furniture stores -----	6	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	11	5 904	918	232	49
58	Eating and drinking places -----	46	3 350	752	188	160
5812	Eating places -----	25	1 786	471	116	101
5813	Drinking places (alcoholic beverages) -----	21	1 564	281	72	59
591	Drug and proprietary stores -----	5	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	47	5 843	837	211	111
592	Liquor stores -----	10	1 332	120	28	20
594	Miscellaneous shopping goods stores -----	22	2 910	444	108	62
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Irvington CBD					
	Retail stores ² -----	108	50 296	6 877	1 744	890
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	4	4 545	789	194	147
531	Department stores ³ -----	-	-	-	-	-
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	7	18 361	1 902	504	172
541	Grocery stores -----	5	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	5	1 715	162	41	19
56	Apparel and accessory stores -----	29	7 815	1 414	365	233
561	Men's and boys' clothing and furnishings stores -----	4	1 544	425	112	40
562, 3, 8	Women's clothing and specialty stores and furriers -----	16	3 731	517	133	118
562	Women's ready-to-wear stores -----	11	3 213	421	110	95
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	6	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	15	4 432	631	150	74
5712	Furniture stores -----	4	983	134	37	13
5713, 4, 9	Home furnishings stores -----	5	1 802	245	55	21
572, 3	Household appliance, radio, television, and music stores -----	6	1 647	252	58	40
58	Eating and drinking places -----	11	698	227	54	37
5812	Eating places -----	8	576	186	42	30
5813	Drinking places (alcoholic beverages) -----	3	122	41	12	7
591	Drug and proprietary stores -----	5	1 790	184	53	37
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	28	(D)	(D)	(D)	(D)
592	Liquor stores -----	4	1 367	217	59	31
594	Miscellaneous shopping goods stores -----	14	1 282	232	56	32
5992	Florists -----	4	323	68	16	10

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Bloomfield CBD					
	Retail stores ² -----	155	39 990	5 870	1 457	915
52	Building materials, hardware, garden supply, and mobile home dealers -----	6	1 061	167	42	26
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	4	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	5	(D)	(D)	(D)	(D)
531	Department stores ³ -----	-	-	-	-	-
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	18	10 426	1 272	340	193
541	Grocery stores -----	8	8 601	1 075	290	151
55 ex. 554	Automotive dealers -----	3	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	11	4 008	290	72	35
56	Apparel and accessory stores -----	35	8 092	1 606	405	196
561	Men's and boys' clothing and furnishings stores -----	7	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	12	1 450	333	81	46
562	Women's ready-to-wear stores -----	10	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	10	2 144	380	95	50
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	14	2 146	271	88	65
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	6	1 404	199	66	52
572, 3	Household appliance, radio, television, and music stores -----	5	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	27	4 908	972	232	226
5812	Eating places -----	22	4 188	821	193	199
5813	Drinking places (alcoholic beverages) -----	5	720	151	39	27
591	Drug and proprietary stores -----	4	585	104	30	16
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	32	(D)	(D)	(D)	(D)
592	Liquor stores -----	3	751	46	12	7
594	Miscellaneous shopping goods stores -----	18	(D)	(D)	(D)	(D)
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 1					
	Retail stores²-----	171	55 018	8 757	2 174	1 521
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	5	18 057	2 745	784	669
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	17	5 526	679	170	80
541	Grocery stores -----	8	3 709	468	125	52
55 ex. 554	Automotive dealers -----	3	448	77	17	6
554	Gasoline service stations -----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	57	10 610	1 636	375	248
561	Men's and boys' clothing and furnishings stores -----	11	2 436	416	81	49
562, 3, 8	Women's clothing and specialty stores and furriers -----	21	3 236	499	126	91
562	Women's ready-to-wear stores -----	13	2 391	331	83	65
565	Family clothing stores -----	7	2 049	245	57	41
566	Shoe stores -----	12	2 094	356	88	43
564, 9	Other apparel and accessory stores -----	6	795	120	23	24
57	Furniture, home furnishings, and equipment stores -----	23	8 067	1 336	281	137
5712	Furniture stores -----	8	4 252	765	188	65
5713, 4, 9	Home furnishings stores -----	7	2 800	437	64	53
572, 3	Household appliance, radio, television, and music stores -----	8	1 015	134	29	19
58	Eating and drinking places -----	22	3 167	803	191	181
5812	Eating places -----	19	2 919	754	179	174
5813	Drinking places (alcoholic beverages) -----	3	248	49	12	7
591	Drug and proprietary stores -----	4	2 040	297	60	36
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	37	(D)	(D)	(D)	(D)
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	21	4 026	763	182	109
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 2					
	Retail stores ² -----	202	50 524	7 275	1 656	956
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	708	110	29	16
525	Hardware stores -----	3	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	2	(D)	(D)	(D)	(D)
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	12	2 172	224	59	32
541	Grocery stores -----	6	1 196	113	34	21
55 ex. 554	Automotive dealers -----	8	5 091	646	140	56
554	Gasoline service stations -----	3	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	28	6 328	987	243	143
561	Men's and boys' clothing and furnishings stores -----	2	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	13	3 736	547	139	82
562	Women's ready-to-wear stores -----	10	3 553	542	138	80
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	6	827	142	30	18
564, 9	Other apparel and accessory stores -----	5	183	10	3	2
57	Furniture, home furnishings, and equipment stores -----	28	8 595	1 209	267	149
5712	Furniture stores -----	5	1 732	294	56	24
5713, 4, 9	Home furnishings stores -----	13	3 212	465	106	79
572, 3	Household appliance, radio, television, and music stores -----	9	3 651	450	105	46
58	Eating and drinking places -----	19	4 195	1 336	251	192
5812	Eating places -----	16	3 797	1 267	234	179
5813	Drinking places (alcoholic beverages) -----	3	398	69	17	13
591	Drug and proprietary stores -----	5	3 550	414	90	58
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	93	(D)	(D)	(D)	(D)
592	Liquor stores -----	8	3 036	287	68	44
594	Miscellaneous shopping goods stores -----	37	(D)	(D)	(D)	(D)
5992	Florists -----	4	638	247	48	24

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 3					
	Retail stores ² -----	166	78 861	13 019	3 060	1 773
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	1 381	243	74	22
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	5	27 182	5 279	1 219	683
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	11	12 017	982	239	160
541	Grocery stores -----	8	11 497	927	227	147
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	26	7 475	1 439	327	171
561	Men's and boys' clothing and furnishings stores -----	7	3 026	578	124	43
562, 3, 8	Women's clothing and specialty stores and furriers -----	10	1 732	282	75	50
562	Women's ready-to-wear stores -----	9	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	5	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	23	4 450	702	168	79
5712	Furniture stores -----	6	1 947	350	92	34
5713, 4, 9	Home furnishings stores -----	9	1 286	207	40	27
572, 3	Household appliance, radio, television, and music stores -----	8	1 217	145	36	18
58	Eating and drinking places -----	27	6 241	1 653	395	335
5812	Eating places -----	20	5 483	1 487	355	311
5813	Drinking places (alcoholic beverages) -----	7	758	166	40	24
591	Drug and proprietary stores -----	6	1 772	292	78	45
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	61	(D)	(D)	(D)	(D)
592	Liquor stores -----	5	1 798	106	31	16
594	Miscellaneous shopping goods stores -----	30	5 912	947	221	134
5992	Florists -----	4	548	120	10	8

See footnotes at end of table.

Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 4					
	Retail stores ² -----	107	127 682	15 473	3 528	2 891
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	3	(D)	(D)	(D)	(D)
531	Department stores ³ -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores ⁴ -----	9	(D)	(D)	(D)	(D)
541	Grocery stores -----	-	-	-	-	-
55 ex. 554	Automotive dealers -----	-	-	-	-	-
554	Gasoline service stations -----	-	-	-	-	-
56	Apparel and accessory stores -----	53	25 398	3 425	779	580
561	Men's and boys' clothing and furnishings stores -----	14	6 119	1 055	238	130
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	10 110	1 158	267	271
562	Women's ready-to-wear stores -----	13	(D)	(D)	(D)	(D)
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	18	6 418	933	201	113
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	9	6 010	652	148	103
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	4	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	4	4 592	452	102	70
58	Eating and drinking places -----	8	2 870	602	137	151
5812	Eating places -----	8	2 870	602	137	151
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	Drug and proprietary stores -----	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	24	11 640	1 351	319	214
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	18	(D)	(D)	(D)	(D)
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 5					
	Retail stores²-----	125	55 524	8 428	2 031	1 272
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	(D)	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	3	(D)	(D)	(D)	(D)
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	10	9 568	1 202	343	174
541	Grocery stores -----	3	8 932	1 148	329	158
55 ex. 554	Automotive dealers -----	1	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	2	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	30	10 072	2 215	498	284
561	Men's and boys' clothing and furnishings stores -----	5	4 254	1 012	246	110
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	4 250	754	162	127
562	Women's ready-to-wear stores -----	15	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	4	989	323	63	24
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	17	3 333	575	136	73
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	7	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	9	1 990	375	85	47
58	Eating and drinking places -----	11	2 409	911	180	133
5812	Eating places -----	9	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	2	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	4	3 635	455	114	83
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	44	10 347	1 398	353	184
592	Liquor stores -----	6	1 595	99	27	17
594	Miscellaneous shopping goods stores -----	23	(D)	(D)	(D)	(D)
5992	Florists -----	2	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Newark					
	Retail stores ² -----	2 278	635 992	111 260	27 372	14 138
52	Building materials, hardware, garden supply, and mobile home dealers -----	48	11 723	1 637	426	167
525	Hardware stores -----	26	(D)	619	150	77
52 ex. 525	Other -----	22	(D)	1 018	276	90
53	General merchandise group stores -----	31	96 127	39 986	9 615	4 696
531	Department stores ³ -----	5	81 619	37 561	9 061	4 297
533	Variety stores -----	12	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	14	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	456	140 010	13 539	3 530	1 704
541	Grocery stores -----	272	112 175	9 873	2 618	1 169
55 ex. 554	Automotive dealers -----	71	56 385	5 810	1 341	486
554	Gasoline service stations -----	138	37 085	2 672	721	414
56	Apparel and accessory stores -----	224	54 150	8 081	1 947	1 108
561	Men's and boys' clothing and furnishings stores -----	54	15 243	2 707	656	296
562, 3, 8	Women's clothing and specialty stores and furriers -----	65	21 034	2 626	653	463
562	Women's ready-to-wear stores -----	41	19 215	2 285	571	418
565	Family clothing stores -----	17	2 911	354	75	47
566	Shoe stores -----	56	11 277	1 833	424	217
564, 9	Other apparel and accessory stores -----	32	3 685	561	139	85
57	Furniture, home furnishings, and equipment stores -----	121	44 316	6 657	1 488	658
5712	Furniture stores -----	55	26 010	4 369	975	395
5713, 4, 9	Home furnishings stores -----	34	6 975	1 122	263	113
572, 3	Household appliance, radio, television, and music stores -----	32	11 331	1 166	250	150
58	Eating and drinking places -----	718	84 083	19 187	4 894	3 190
5812	Eating places -----	373	57 730	14 627	3 675	2 378
5813	Drinking places (alcoholic beverages) -----	345	26 353	4 560	1 219	812
591	Drug and proprietary stores -----	63	22 630	3 280	785	461
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	408	89 483	10 411	2 625	1 254
592	Liquor stores -----	123	30 882	2 642	678	356
594	Miscellaneous shopping goods stores -----	100	15 955	2 041	487	285
5992	Florists -----	30	1 955	364	94	70

See footnotes at end of table.

Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Elizabeth					
	Retail stores ² -----	971	288 250	34 004	8 353	4 514
52	Building materials, hardware, garden supply, and mobile home dealers -----	25	8 876	1 110	262	105
525	Hardware stores -----	10	1 308	178	43	25
52 ex. 525	Other -----	15	7 568	932	219	80
53	General merchandise group stores -----	15	(D)	1 459	337	292
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	7	(D)	616	131	119
539	Miscellaneous general merchandise stores -----	6	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	188	80 289	7 410	1 877	947
541	Grocery stores -----	99	71 772	6 471	1 657	794
55 ex. 554	Automotive dealers -----	51	69 178	6 614	1 647	471
554	Gasoline service stations -----	59	18 721	1 326	318	175
56	Apparel and accessory stores -----	113	24 445	4 063	975	608
561	Men's and boys' clothing and furnishings stores -----	20	(D)	1 088	240	123
562, 3, 8	Women's clothing and specialty stores and furriers -----	43	9 120	1 505	360	212
562	Women's ready-to-wear stores -----	35	8 662	1 465	349	204
565	Family clothing stores -----	12	2 284	407	120	81
566	Shoe stores -----	26	4 671	718	171	119
564, 9	Other apparel and accessory stores -----	12	(D)	345	84	73
57	Furniture, home furnishings, and equipment stores -----	60	16 243	2 344	578	225
5712	Furniture stores -----	21	4 840	812	207	92
5713, 4, 9	Home furnishings stores -----	17	2 035	237	56	33
572, 3	Household appliance, radio, television, and music stores -----	22	9 368	1 295	315	100
58	Eating and drinking places -----	261	25 119	5 375	1 305	1 107
5812	Eating places -----	136	16 290	3 996	948	843
5813	Drinking places (alcoholic beverages) -----	125	8 829	1 379	357	264
591	Drug and proprietary stores -----	30	(D)	1 522	377	239
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	169	25 414	2 781	677	345
592	Liquor stores -----	38	6 473	575	144	94
594	Miscellaneous shopping goods stores -----	61	6 611	830	204	116
5992	Florists -----	11	776	(D)	(D)	(D)

See footnotes at end of table.

Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	East Orange					
	Retail stores ² -----	334	131 331	14 944	3 728	1 950
52	Building materials, hardware, garden supply, and mobile home dealers -----	11	1 353	169	41	20
525	Hardware stores -----	5	356	(D)	(D)	(D)
52 ex. 525	Other -----	6	997	(D)	(D)	(D)
53	General merchandise group stores -----	4	1 555	279	66	59
531	Department stores ³ -----	-	-	-	-	-
533	Variety stores -----	4	1 555	279	66	59
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores ⁴ -----	48	32 388	2 879	858	404
541	Grocery stores -----	31	30 956	2 634	793	360
55 ex. 554	Automotive dealers -----	18	38 677	(D)	(D)	(D)
554	Gasoline service stations -----	35	10 483	(D)	(D)	(D)
56	Apparel and accessory stores -----	27	5 628	957	242	173
561	Men's and boys' clothing and furnishings stores -----	4	333	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	12	2 570	327	81	79
562	Women's ready-to-wear stores -----	11	2 521	319	79	77
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	5	2 028	481	123	60
564, 9	Other apparel and accessory stores -----	5	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	27	6 435	940	225	111
5712	Furniture stores -----	8	1 884	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	10	2 187	445	108	54
572, 3	Household appliance, radio, television, and music stores -----	9	2 364	(D)	(D)	(D)
58	Eating and drinking places -----	69	10 719	2 387	548	457
5812	Eating places -----	58	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	11	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	15	3 766	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	80	20 327	2 410	602	263
592	Liquor stores -----	19	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	23	2 125	191	51	42
5992	Florists -----	6	492	(D)	(D)	(D)

See footnotes at end of table.

Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Irvington					
	Retail stores ² -----	510	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	10	1 492	178	43	16
525	Hardware stores -----	3	(D)	-	-	-
52 ex. 525	Other -----	7	(D)	178	43	16
53	General merchandise group stores -----	9	(D)	1 642	396	281
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	110	40 907	3 980	1 053	498
541	Grocery stores -----	51	36 188	3 573	959	433
55 ex. 554	Automotive dealers -----	22	31 122	2 926	727	227
554	Gasoline service stations -----	43	10 476	817	211	110
56	Apparel and accessory stores -----	52	9 616	1 716	441	284
561	Men's and boys' clothing and furnishings stores -----	7	2 114	501	130	48
562, 3, 8	Women's clothing and specialty stores and furriers -----	31	4 827	721	187	158
562	Women's ready-to-wear stores -----	21	4 177	606	157	131
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	1 547	291	69	33
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	36	6 803	1 017	248	117
5712	Furniture stores -----	8	1 581	251	64	26
5713, 4, 9	Home furnishings stores -----	15	2 993	455	110	41
572, 3	Household appliance, radio, television, and music stores -----	13	2 229	311	74	50
58	Eating and drinking places -----	113	10 815	2 257	595	477
5812	Eating places -----	66	(D)	1 541	390	336
5813	Drinking places (alcoholic beverages) -----	47	(D)	716	205	141
591	Drug and proprietary stores -----	16	5 587	814	207	117
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	99	(D)	(D)	(D)	(D)
592	Liquor stores -----	21	(D)	618	164	93
594	Miscellaneous shopping goods stores -----	39	2 945	436	99	62
5992	Florists -----	11	546	90	22	12

See footnotes at end of table.

Table 3. **Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Bloomfield					
	Retail stores ² -----	409	136 395	15 414	3 616	2 085
52	Building materials, hardware, garden supply, and mobile home dealers -----	16	2 090	262	67	40
525	Hardware stores -----	5	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	11	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	2 432	(D)	(D)	(D)
531	Department stores ³ -----	-	-	-	-	-
533	Variety stores -----	4	(D)	368	69	57
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	85	48 825	4 556	1 018	525
541	Grocery stores -----	38	43 152	4 101	904	431
55 ex. 554	Automotive dealers -----	13	25 987	(D)	(D)	(D)
554	Gasoline service stations -----	44	14 869	1 025	242	129
56	Apparel and accessory stores -----	48	9 192	1 701	434	225
561	Men's and boys' clothing and furnishings stores -----	9	2 146	325	72	37
562, 3, 8	Women's clothing and specialty stores and furriers -----	20	1 684	340	82	47
562	Women's ready-to-wear stores -----	18	1 498	302	72	42
565	Family clothing stores -----	4	2 569	(D)	(D)	(D)
566	Shoe stores -----	10	2 144	380	95	50
564, 9	Other apparel and accessory stores -----	5	649	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	27	3 710	553	161	94
5712	Furniture stores -----	5	677	139	39	14
5713, 4, 9	Home furnishings stores -----	13	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	9	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	74	10 699	2 419	605	565
5812	Eating places -----	57	8 421	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	17	2 278	(D)	(D)	(D)
591	Drug and proprietary stores -----	13	3 591	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	83	15 000	1 602	370	183
592	Liquor stores -----	13	3 720	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	36	3 641	446	97	64
5992	Florists -----	7	543	50	13	7

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
Newark, N.J., SMSA						
	Retail stores² -----	15 057	6 146 698	763 660	183 913	105 081
52	Building materials, hardware, garden supply, and mobile home dealers -----	545	219 534	28 255	6 462	3 098
525	Hardware stores -----	175	31 361	4 560	1 056	562
52 ex. 525	Other -----	370	188 173	23 695	5 406	2 536
53	General merchandise group stores -----	226	598 359	101 788	23 921	14 896
531	Department stores ³ -----	38	508 806	88 393	20 834	12 512
533	Variety stores -----	102	52 843	8 542	1 971	1 681
539	Miscellaneous general merchandise stores -----	86	36 710	4 853	1 116	703
54	Food stores⁴ -----	2 309	1 554 335	151 200	37 955	19 248
541	Grocery stores -----	1 223	1 395 725	130 393	32 903	15 595
55 ex. 554	Automotive dealers -----	741	1 157 287	106 502	24 529	8 031
554	Gasoline service stations -----	1 362	450 343	31 979	8 049	4 831
56	Apparel and accessory stores -----	1 535	394 956	58 726	14 228	9 169
561	Men's and boys' clothing and furnishings stores -----	276	84 475	14 847	3 490	1 583
562, 3, 8	Women's clothing and specialty stores and furriers -----	620	170 618	23 720	5 640	4 028
562	Women's ready-to-wear stores -----	499	159 250	22 010	5 240	3 764
565	Family clothing stores -----	138	40 953	5 553	1 469	1 080
566	Shoe stores -----	311	73 901	11 075	2 508	1 414
564, 9	Other apparel and accessory stores -----	190	25 009	3 531	1 121	1 064
57	Furniture, home furnishings, and equipment stores -----	1 123	340 033	45 883	10 806	4 773
5712	Furniture stores -----	334	141 238	20 516	4 913	1 992
5713, 4, 9	Home furnishings stores -----	428	93 543	13 035	3 021	1 449
572, 3	Household appliance, radio, television, and music stores -----	361	105 252	12 332	2 872	1 332
58	Eating and drinking places -----	3 256	551 261	132 087	31 675	26 872
5812	Eating places -----	2 185	441 062	112 823	26 745	23 089
5813	Drinking places (alcoholic beverages) -----	1 071	110 199	19 264	4 930	3 783
591	Drug and proprietary stores -----	435	166 704	25 152	6 084	3 955
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	3 525	713 886	82 088	20 204	10 208
592	Liquor stores -----	596	174 741	15 172	3 664	2 147
594	Miscellaneous shopping goods stores -----	1 368	196 768	25 349	6 059	3 828
5992	Florists -----	262	22 474	4 735	1 095	693

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	Newark					
	Retail stores ² -----	543	226 334	49 659	11 970	9 970
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	19	98 103	27 656	6 728	5 916
531	Department stores ³ -----	5	(D)	(D)	(D)	(D)
533	Variety stores -----	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	9	(D)	(D)	(D)	(D)
54	Food stores -----	45	11 266	1 189	300	231
55 ex. 554	Automotive dealers -----	9	14 438	2 245	338	173
554	Gasoline service stations -----	13	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	121	44 845	6 906	1 701	1 406
561	Men's and boys' clothing and furnishings stores -----	31	10 940	1 988	492	266
562, 3, 8	Women's clothing and specialty stores and furriers -----	43	20 643	2 886	686	726
562	Women's ready-to-wear stores -----	27	19 253	2 593	628	662
565	Family clothing stores -----	6	3 213	438	151	121
566	Shoe stores -----	35	9 294	1 481	348	262
564, 9	Other apparel and accessory stores -----	6	755	113	24	31
57	Furniture, home furnishings, and equipment stores -----	33	13 934	2 373	569	313
5712	Furniture stores -----	12	5 635	923	224	118
5713, 4, 9	Home furnishings stores -----	8	3 283	485	114	68
572, 3	Household appliance, radio, television, and music stores -----	13	5 016	965	231	127
58	Eating and drinking places -----	179	19 743	5 487	1 390	1 280
5812	Eating places -----	122	14 806	4 426	1 114	1 054
5813	Drinking places (alcoholic beverages) -----	57	4 937	1 061	276	226
591	Drug and proprietary stores -----	12	4 720	821	220	148
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	111	17 688	2 866	694	470
592	Liquor stores -----	10	2 119	158	31	23
594	Miscellaneous shopping goods stores -----	49	9 067	1 419	366	232
5992	Florists -----	4	803	195	41	32

See footnotes at end of table.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972—Con.

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	Elizabeth					
	Retail stores² -----	216	54 602	9 238	2 329	1 882
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	2 589	339	117	31
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	4	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	8	12 384	2 608	661	676
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	4	761	65	18	15
54	Food stores -----	13	3 981	475	168	123
55 ex. 554	Automotive dealers -----	1	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	4	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	59	14 605	2 635	609	487
561	Men's and boys' clothing and furnishings stores -----	13	3 547	699	169	93
562, 3, 8	Women's clothing and specialty stores and furriers -----	21	6 195	1 062	233	245
562	Women's ready-to-wear stores -----	15	5 388	932	200	213
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	17	3 548	623	147	110
564, 9	Other apparel and accessory stores -----	5	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	22	7 139	1 054	263	128
5712	Furniture stores -----	9	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	12	4 390	631	162	70
58	Eating and drinking places -----	48	3 013	605	141	143
5812	Eating places -----	27	1 906	414	91	99
5813	Drinking places (alcoholic beverages) -----	21	1 107	191	50	44
591	Drug and proprietary stores -----	4	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁴ -----	52	7 949	1 201	294	233
592	Liquor stores -----	6	1 099	66	18	16
594	Miscellaneous shopping goods stores -----	26	4 920	750	176	157
5992	Florists -----	4	120	23	7	7

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Newark			
	Retail stores ³ -----	-9.6	2.6	36.9
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NC)	15.9	35.2
525	Hardware stores -----	(NC)	(D)	7.6
52 ex. 525	Other -----	(D)	(D)	41.3
53	General merchandise group stores -----	-13.2	-6.4	4.2
531	Department stores ⁴ -----	-16.3	-7.2	10.3
533	Variety stores -----	18.3	10.2	-22.6
539	Miscellaneous general merchandise stores -----	-62.9	-45.5	-17.3
54	Food stores ⁵ -----	-4.6	5.4	42.1
541	Grocery stores -----	(NA)	5.0	44.5
55 ex. 554	Automotive dealers -----	-42.3	-17.8	46.1
554	Gasoline service stations -----	(D)	20.6	57.9
56	Apparel and accessory stores -----	-9.4	-12.6	24.3
561	Men's and boys' clothing and furnishings stores -----	16.6	-7.1	18.1
562, 3, 8	Women's clothing and specialty stores and furriers -----	-29.5	-16.1	24.8
562	Women's ready-to-wear stores -----	-33.0	-17.0	35.3
565	Family clothing stores -----	(D)	-59.5	8.4
566	Shoe stores -----	5.1	1.1	25.1
564, 9	Other apparel and accessory stores -----	(D)	74.8	97.5
57	Furniture, home furnishings, and equipment stores -----	2.0	16.8	23.1
5712	Furniture stores -----	4.2	20.9	11.4
5713, 4, 9	Home furnishings stores -----	18.2	5.2	52.0
572, 3	Household appliance, radio, television, and music stores -----	-11.1	15.7	19.8
58	Eating and drinking places -----	0.5	3.6	42.0
5812	Eating places -----	7.0	15.9	52.8
5813	Drinking places (alcoholic beverages) -----	-19.0	-16.0	10.7
591	Drug and proprietary stores -----	63.6	1.0	26.1
59 ex. 591, 6	Miscellaneous retail stores ⁶ -----	(D)	25.5	52.5
592	Liquor stores -----	-19.6	15.9	27.3
594	Miscellaneous shopping goods stores -----	-16.3	12.1	37.1
5992	Florists -----	-23.9	-1.0	15.0

See footnotes at end of table.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Elizabeth			
	Retail stores ³ -----	-10.2	22.4	36.9
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	35.2
525	Hardware stores -----	(D)	(D)	7.6
52 ex. 525	Other -----	-36.1	86.5	41.3
53	General merchandise group stores -----	-50.2	(D)	4.2
531	Department stores ⁴ -----	-53.5	-35.2	10.3
533	Variety stores -----	-48.4	-5.6	-22.6
539	Miscellaneous general merchandise stores -----	(D)	32.6	-17.3
54	Food stores ⁵ -----	(D)	26.0	42.1
541	Grocery stores -----	(NA)	28.6	44.5
55 ex. 554	Automotive dealers -----	(D)	36.0	46.1
554	Gasoline service stations -----	(D)	25.8	57.9
56	Apparel and accessory stores -----	24.6	9.7	24.3
561	Men's and boys' clothing and furnishings stores -----	22.8	(D)	18.1
562, 3, 8	Women's clothing and specialty stores and furriers -----	14.9	11.2	24.8
562	Women's ready-to-wear stores -----	26.3	23.9	35.3
565	Family clothing stores -----	(D)	-4.0	8.4
566	Shoe stores -----	-9.6	(D)	25.1
564, 9	Other apparel and accessory stores -----	(D)	(D)	97.5
57	Furniture, home furnishings, and equipment stores -----	19.9	15.5	23.1
5712	Furniture stores -----	-20.1	(D)	11.4
5713, 4, 9	Home furnishings stores -----	(NC)	117.9	52.0
572, 3	Household appliance, radio, television, and music stores -----	34.5	(D)	19.8
58	Eating and drinking places -----	11.2	17.8	42.0
5812	Eating places -----	-6.3	17.1	52.8
5813	Drinking places (alcoholic beverages) -----	41.3	19.1	10.7
591	Drug and proprietary stores -----	-14.2	(D)	26.1
59 ex. 591, 6	Miscellaneous retail stores ⁶ -----	-26.5	(D)	52.5
592	Liquor stores -----	21.2	20.4	27.3
594	Miscellaneous shopping goods stores -----	-40.9	-14.5	37.1
5992	Florists -----	(D)	9.3	15.0

See footnotes at end of table.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district ²	City	Standard metropolitan statistical area
	Irvington			
	Retail stores ³ -----	(NA)	(D)	36.9
52	Building materials, hardware, garden supply, and mobile home dealers-----	(NA)	-5.2	35.2
525	Hardware stores-----	(NA)	-46.2	7.6
52 ex. 525	Other-----	(NA)	(D)	41.3
53	General merchandise group stores-----	(NA)	(D)	4.2
531	Department stores ⁴ -----	(NA)	-56.0	10.2
533	Variety stores-----	(NA)	3.7	-22.6
539	Miscellaneous general merchandise stores-----	(NA)	-24.8	-17.3
54	Food stores ⁵ -----	(NA)	14.5	42.1
541	Grocery stores-----	(NA)	20.8	44.5
55 ex. 554	Automotive dealers-----	(NA)	25.1	46.1
554	Gasoline service stations-----	(NA)	47.3	57.9
56	Apparel and accessory stores-----	(NA)	-14.5	24.3
561	Men's and boys' clothing and furnishings stores-----	(NA)	(D)	18.1
562, 3, 8	Women's clothing and specialty stores and furriers-----	(NA)	-21.7	24.8
562	Women's ready-to-wear stores-----	(NA)	(D)	35.3
565	Family clothing stores-----	(NA)	-15.1	8.4
566	Shoe stores-----	(NA)	(D)	25.1
564, 9	Other apparel and accessory stores-----	(NA)	(D)	97.5
57	Furniture, home furnishings, and equipment stores-----	(NA)	4.0	23.1
5712	Furniture stores-----	(NA)	-55.8	11.4
5713, 4, 9	Home furnishings stores-----	(NA)	(D)	52.0
572, 3	Household appliance, radio, television, and music stores-----	(NA)	(D)	19.8
58	Eating and drinking places-----	(NA)	10.1	42.0
5812	Eating places-----	(NA)	(D)	52.8
5813	Drinking places (alcoholic beverages)-----	(NA)	(D)	10.7
591	Drug and proprietary stores-----	(NA)	63.6	26.1
59 ex. 591, 6	Miscellaneous retail stores ⁶ -----	(NA)	(D)	52.5
592	Liquor stores-----	(NA)	23.3	27.3
594	Miscellaneous shopping goods stores-----	(NA)	-4.4	37.1
5992	Florists-----	(NA)	66.5	15.0

See footnotes at end of table.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district ²	City	Standard metropolitan statistical area
	Bloomfield			
	Retail stores ³ -----	(NA)	(NA)	36.9
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	(NA)	35.2
525	Hardware stores -----	(NA)	(NA)	7.6
52 ex. 525	Other -----	(NA)	(NA)	41.3
53	General merchandise group stores -----	(NA)	(NA)	4.2
531	Department stores ⁴ -----	(NA)	(NA)	10.3
533	Variety stores -----	(NA)	(NA)	-22.6
539	Miscellaneous general merchandise stores -----	(NA)	(NA)	-17.3
54	Food stores ⁵ -----	(NA)	(NA)	42.1
541	Grocery stores -----	(NA)	(NA)	44.5
55 ex. 554	Automotive dealers -----	(NA)	(NA)	46.1
554	Gasoline service stations -----	(NA)	(NA)	57.9
56	Apparel and accessory stores -----	(NA)	(NA)	24.3
561	Men's and boys' clothing and furnishings stores -----	(NA)	(NA)	18.1
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NA)	(NA)	24.8
562	Women's ready-to-wear stores -----	(NA)	(NA)	35.3
565	Family clothing stores -----	(NA)	(NA)	8.4
566	Shoe stores -----	(NA)	(NA)	25.1
564, 9	Other apparel and accessory stores -----	(NA)	(NA)	97.5
57	Furniture, home furnishings, and equipment stores -----	(NA)	(NA)	23.1
5712	Furniture stores -----	(NA)	(NA)	11.4
5713, 4, 9	Home furnishings stores -----	(NA)	(NA)	52.0
572, 3	Household appliance, radio, television, and music stores -----	(NA)	(NA)	19.8
58	Eating and drinking places -----	(NA)	(NA)	42.0
5812	Eating places -----	(NA)	(NA)	52.8
5813	Drinking places (alcoholic beverages) -----	(NA)	(NA)	10.7
591	Drug and proprietary stores -----	(NA)	(NA)	26.1
59 ex. 591, 6	Miscellaneous retail stores ⁶ -----	(NA)	(NA)	52.5
592	Liquor stores -----	(NA)	(NA)	27.3
594	Miscellaneous shopping goods stores -----	(NA)	(NA)	37.1
5992	Florists -----	(NA)	(NA)	15.0

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²This CBD did not qualify as a central business district in 1972.

³Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Newark					
	Retail stores ¹ -----	32.2	3.3	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	1.8	3.6
525	Hardware stores -----	15.5	(D)	(D)	(D)	0.5
52 ex. 525	Other -----	(D)	(D)	(D)	(D)	3.1
53	General merchandise group stores -----	88.5	14.2	41.6	15.1	9.7
531	Department stores ² -----	(D)	(D)	(D)	12.8	8.3
533	Variety stores -----	95.9	(D)	(D)	(D)	0.9
539	Miscellaneous general merchandise stores -----	26.6	(D)	(D)	(D)	0.6
54	Food stores ³ -----	7.7	0.7	5.3	22.0	25.3
541	Grocery stores -----	1.4	0.1	0.8	17.6	22.7
55 ex. 554	Automotive dealers -----	14.8	0.7	4.1	8.9	18.8
554	Gasoline service stations -----	4.5	0.4	0.8	5.8	7.3
56	Apparel and accessory stores -----	75.0	10.3	19.9	8.5	6.4
561	Men's and boys' clothing and furnishings stores -----	83.7	15.1	6.2	2.4	1.4
562, 3, 8	Women's clothing and specialty stores and furriers -----	69.2	8.5	7.1	3.3	2.8
562	Women's ready-to-wear stores -----	67.2	8.1	6.3	3.0	2.6
565	Family clothing stores -----	(D)	(D)	(D)	0.5	0.7
566	Shoe stores -----	86.6	13.2	4.8	1.8	1.2
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	0.6	0.4
57	Furniture, home furnishings, and equipment stores -----	32.1	4.2	6.9	7.0	5.5
5712	Furniture stores -----	22.6	4.2	2.9	4.1	2.3
5713, 4, 9	Home furnishings stores -----	55.6	4.1	1.9	1.1	1.5
572, 3	Household appliance, radio, television, and music stores -----	39.4	4.2	2.2	1.8	1.7
58	Eating and drinking places -----	23.6	3.6	9.7	13.2	9.0
5812	Eating places -----	27.5	3.6	7.7	9.1	7.2
5813	Drinking places (alcoholic beverages) -----	15.2	3.6	2.0	4.1	1.8
591	Drug and proprietary stores -----	34.1	4.6	3.8	3.6	2.7
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	(D)	(D)	(D)	14.1	11.6
592	Liquor stores -----	5.5	1.0	0.8	4.9	2.8
594	Miscellaneous shopping goods stores -----	47.5	3.9	3.7	2.5	3.2
5992	Florists -----	31.3	2.7	0.3	0.3	0.4

See footnotes at end of table.

Table 7. **Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Elizabeth					
	Retail stores ¹ -----	17.0	0.8	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	3.1	3.6
525	Hardware stores -----	-	-	-	0.5	0.5
52 ex. 525	Other -----	(D)	(D)	(D)	2.6	3.1
53	General merchandise group stores -----	(D)	1.0	12.6	(D)	9.7
531	Department stores ² -----	(D)	(D)	(D)	(D)	8.3
533	Variety stores -----	47.1	(D)	(D)	(D)	0.9
539	Miscellaneous general merchandise stores -----	36.6	(D)	(D)	(D)	0.6
54	Food stores ³ -----	(D)	(D)	(D)	27.9	25.3
541	Grocery stores -----	(D)	(D)	(D)	24.9	22.7
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	24.0	18.8
554	Gasoline service stations -----	5.7	0.2	2.2	6.5	7.3
56	Apparel and accessory stores -----	74.4	4.6	37.1	8.5	6.4
561	Men's and boys' clothing and furnishings stores -----	(D)	5.2	8.9	(D)	1.4
562, 3, 8	Women's clothing and specialty stores and furriers -----	78.0	4.2	14.5	3.2	2.8
562	Women's ready-to-wear stores -----	78.6	4.3	13.9	3.0	2.6
565	Family clothing stores -----	55.3	3.1	2.6	0.8	0.7
566	Shoe stores -----	68.7	4.3	6.5	1.6	1.2
564, 9	Other apparel and accessory stores -----	(D)	9.0	4.6	(D)	0.4
57	Furniture, home furnishings, and equipment stores -----	52.7	2.5	17.5	5.6	5.5
5712	Furniture stores -----	(D)	(D)	(D)	1.7	2.3
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.7	1.5
572, 3	Household appliance, radio, television, and music stores -----	63.0	5.6	12.0	3.2	1.7
58	Eating and drinking places -----	13.3	0.6	6.8	8.7	9.0
5812	Eating places -----	11.0	0.4	3.6	5.7	7.2
5813	Drinking places (alcoholic beverages) -----	17.7	1.4	3.2	3.1	1.8
591	Drug and proprietary stores -----	21.9	(D)	(D)	(D)	2.7
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	23.0	0.8	11.9	8.8	11.6
592	Liquor stores -----	20.6	0.8	2.7	2.2	2.8
594	Miscellaneous shopping goods stores -----	44.0	1.5	5.9	2.3	3.2
5992	Florists -----	(D)	(D)	(D)	0.3	0.4

See footnotes at end of table.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Irvington					
	Retail stores ¹	(D)	0.8	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers	(D)	(D)	(D)	(D)	3.6
525	Hardware stores	(D)	—	—	0.1	0.5
52 ex. 525	Other	9.7	(D)	(D)	0.8	3.1
53	General merchandise group stores	(D)	0.8	9.0	11.2	9.7
531	Department stores ²	(D)	—	—	8.2	8.3
533	Variety stores	94.9	(D)	(D)	1.5	0.9
539	Miscellaneous general merchandise stores	98.5	(D)	(D)	1.5	0.6
54	Food stores ³	44.9	1.2	36.5	(D)	25.3
541	Grocery stores	(D)	(D)	(D)	(D)	22.7
55 ex. 554	Automotive dealers	(D)	(D)	(D)	(D)	18.8
554	Gasoline service stations	16.4	0.4	3.4	(D)	7.3
56	Apparel and accessory stores	81.3	2.0	15.5	(D)	6.4
561	Men's and boys' clothing and furnishings stores	73.0	1.8	3.1	(D)	1.4
562, 3, 8	Women's clothing and specialty stores and furriers	77.3	2.2	7.4	(D)	2.8
562	Women's ready-to-wear stores	76.9	2.0	6.4	(D)	2.6
565	Family clothing stores	(D)	(D)	(D)	0.5	0.7
566	Shoe stores	(D)	(D)	(D)	(D)	1.2
564, 9	Other apparel and accessory stores	86.2	(D)	(D)	0.2	0.4
57	Furniture, home furnishings, and equipment stores	65.1	1.3	8.8	(D)	5.5
5712	Furniture stores	62.2	0.7	2.0	(D)	2.3
5713, 4, 9	Home furnishings stores	60.2	1.9	3.6	(D)	1.5
572, 3	Household appliance, radio, television, and music stores	73.9	1.6	3.3	(D)	1.7
58	Eating and drinking places	6.5	0.1	1.4	(D)	9.0
5812	Eating places	(D)	0.1	1.1	4.5	7.2
5813	Drinking places (alcoholic beverages)	(D)	0.1	0.2	2.4	1.8
591	Drug and proprietary stores	32.0	1.1	3.6	(D)	2.7
59 ex. 591, 6	Miscellaneous retail stores ⁴	22.3	(D)	(D)	13.7	11.6
592	Liquor stores	(D)	0.8	2.7	4.4	2.8
594	Miscellaneous shopping goods stores	43.5	0.7	2.5	(D)	3.2
5992	Florists	59.2	1.4	0.6	(D)	0.4

See footnotes at end of table.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Bloomfield					
	Retail stores ¹ -----	29.3	0.7	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	50.8	0.5	2.7	1.5	3.6
525	Hardware stores -----	78.9	(D)	(D)	(D)	0.5
52 ex. 525	Other -----	44.4	(D)	(D)	(D)	3.1
53	General merchandise group stores -----	(D)	(D)	(D)	1.8	9.7
531	Department stores ² -----	-	-	-	-	8.3
533	Variety stores -----	100.0	(D)	(D)	(D)	0.9
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	(D)	0.6
54	Food stores ³ -----	21.4	0.7	26.1	35.8	25.3
541	Grocery stores -----	19.9	0.6	21.5	31.6	22.7
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	19.1	18.8
554	Gasoline service stations -----	27.0	0.9	10.0	10.9	7.3
56	Apparel and accessory stores -----	88.0	2.0	20.2	6.7	6.4
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	(D)	1.6	1.4
562, 3, 8	Women's clothing and specialty stores and furriers -----	86.1	0.8	3.6	1.2	2.8
562	Women's ready-to-wear stores -----	(D)	(D)	(D)	1.1	2.6
565	Family clothing stores -----	(D)	(D)	(D)	1.9	0.7
566	Shoe stores -----	100.0	2.9	5.4	1.6	1.2
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	0.5	0.4
57	Furniture, home furnishings, and equipment stores -----	57.8	0.6	5.4	2.7	5.5
5712	Furniture stores -----	(D)	(D)	(D)	0.5	2.3
5713, 4, 9	Home furnishings stores -----	(D)	1.5	3.5	(D)	1.5
572, 3	Household appliance, radio, television, and music stores -----	42.7	(D)	(D)	(D)	1.7
58	Eating and drinking places -----	45.9	0.9	12.3	7.8	9.0
5812	Eating places -----	49.7	0.9	10.5	6.2	7.2
5813	Drinking places (alcoholic beverages) -----	31.6	0.7	1.8	1.7	1.8
591	Drug and proprietary stores -----	16.3	0.4	1.5	2.6	2.7
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	(D)	(D)	(D)	11.0	11.6
592	Liquor stores -----	20.2	0.4	1.9	2.7	2.8
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	2.7	3.2
5992	Florists -----	(D)	(D)	(D)	0.4	0.4

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

PATERSON-CLIFTON-PASSAIC

Standard Metropolitan Statistical Area

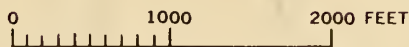


PATERSON-CLIFTON-PASSAIC

Paterson Central Business District



Comprising Census Tracts
1816.01 and 1817.01



PATERSON-CLIFTON-PASSAIC

Major Retail Centers



Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers		
					No. 1	No. 2	No. 3
	Retail stores:^{1 2}						
	Number -----	3 679	1 003	209	164	105	34
	Sales (\$1,000) -----	1 446 357	232 178	60 826	225 651	93 226	53 438
	Payroll entire year (\$1,000) -----	170 114	29 290	11 259	28 440	11 345	5 590
	Paid employees for week including March 12 ---	25 078	3 952	1 683	4 697	2 024	840
54, 58, 591	Convenience goods stores:						
	Number -----	1 548	485	66	25	40	6
	Sales (\$1,000) -----	464 007	(D)	14 213	10 336	35 107	2 547
53, 56, 57; 594	Shopping goods stores (GAF):³						
	Number -----	985	215	116	127	46	22
	Sales (\$1,000) -----	508 638	62 369	41 790	211 828	44 632	37 377
52, 55, 59, ex. 591, 4, 6	All other stores:						
	Number -----	1 146	303	27	12	19	6
	Sales (\$1,000) -----	473 712	(D)	4 823	3 487	13 487	13 514
	Number of Establishments						
	Retail stores ^{1 2} -----	3 679	1 003	209	164	105	34
52	Building materials, hardware, garden supply, and mobile home dealers -----	126	31	4	3	6	2
525	Hardware stores -----	48	16	2	-	1	-
52 ex. 525	Other -----	78	15	2	3	5	2
53	General merchandise group stores -----	62	19	10	8	5	2
531	Department stores ⁴ -----	14	2	2	5	3	1
533	Variety stores -----	20	5	4	2	1	-
539	Miscellaneous general merchandise stores -----	28	12	4	1	1	1
54	Food stores⁵ -----	594	194	24	10	15	-
541	Grocery stores -----	290	111	9	2	5	-
55 ex. 554	Automotive dealers -----	189	46	3	1	2	3
554	Gasoline service stations -----	333	78	2	-	5	1
56	Apparel and accessory stores -----	362	82	53	71	17	5
561	Men's and boys' clothing and furnishings stores --	60	14	13	12	2	2
562, 3, 8	Women's clothing and specialty stores and furriers -----	133	25	18	32	7	2
562	Women's ready-to-wear stores -----	111	20	13	27	7	2
565	Family clothing stores -----	39	11	2	6	-	-
566	Shoe stores -----	90	21	15	18	7	1
564, 9	Other apparel and accessory stores -----	40	11	5	3	1	-
57	Furniture, home furnishings, and equipment stores -----	242	56	26	17	6	8
5712	Furniture stores -----	72	21	12	2	-	2
5713, 4, 9	Home furnishings stores -----	87	16	5	6	3	1
572, 3	Household appliance, radio, television, and music stores -----	83	19	9	9	3	5
58	Eating and drinking places -----	850	256	36	14	22	5
5812	Eating places -----	541	145	26	13	21	4
5813	Drinking places (alcoholic beverages) -----	309	111	10	1	1	1
591	Drug and proprietary stores -----	104	35	6	1	3	1
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	817	206	45	39	24	7
592	Liquor stores -----	163	56	4	-	2	-
594	Miscellaneous shopping goods stores -----	319	58	27	31	18	7
5992	Florists -----	63	19	2	2	1	-

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Paterson CBD					
	Retail stores ² -----	209	60 826	11 259	2 755	1 683
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	458	69	17	12
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	10	18 438	4 595	1 193	793
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	4	1 794	238	96	50
54	Food stores ⁴ -----	24	8 227	696	171	90
541	Grocery stores -----	9	5 592	447	107	48
55 ex. 554	Automotive dealers -----	3	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	2	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	53	10 200	1 680	380	230
561	Men's and boys' clothing and furnishings stores -----	13	2 819	486	108	52
562, 3, 8	Women's clothing and specialty stores and furriers -----	18	4 077	656	159	117
562	Women's ready-to-wear stores -----	13	3 526	534	133	101
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	15	2 938	494	102	53
564, 9	Other apparel and accessory stores -----	5	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	26	9 708	1 868	441	185
5712	Furniture stores -----	12	7 857	1 576	369	153
5713, 4, 9	Home furnishings stores -----	5	721	146	37	13
572, 3	Household appliance, radio, television, and music stores -----	9	1 130	146	35	19
58	Eating and drinking places -----	36	4 138	1 001	239	196
5812	Eating places -----	26	3 476	878	199	166
5813	Drinking places (alcoholic beverages) -----	10	662	123	40	30
591	Drug and proprietary stores -----	6	1 848	291	76	48
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	45	5 687	783	176	104
592	Liquor stores -----	4	1 275	93	20	11
594	Miscellaneous shopping goods stores -----	27	3 444	571	130	73
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 1					
	Retail stores²-----	164	225 651	28 440	6 429	4 697
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	8	146 092	17 099	3 783	2 725
531	Department stores ³ -----	5	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	Food stores⁴-----	10	(D)	(D)	(D)	(D)
541	Grocery stores -----	2	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	1	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	-	-	-	-	-
56	Apparel and accessory stores-----	71	44 678	5 900	1 383	1 063
561	Men's and boys' clothing and furnishings stores -----	12	9 563	1 531	350	186
562, 3, 8	Women's clothing and specialty stores and furriers -----	32	17 298	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	27	17 000	(D)	(D)	(D)
565	Family clothing stores -----	6	(D)	(D)	(D)	(D)
566	Shoe stores -----	18	7 479	1 035	205	144
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	17	8 076	910	213	117
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	6	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	9	5 248	538	118	73
58	Eating and drinking places-----	14	5 872	1 431	328	322
5812	Eating places -----	13	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵-----	39	14 969	2 360	556	356
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores-----	31	12 982	1 946	458	301
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 2					
	Retail stores² -----	105	93 226	11 345	2 663	2 024
52	Building materials, hardware, garden supply, and mobile home dealers -----	6	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	5	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	5	27 256	3 350	770	765
531	Department stores ³ -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	15	29 776	2 850	691	345
541	Grocery stores -----	5	27 857	2 561	619	286
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	5	1 416	97	24	16
56	Apparel and accessory stores -----	17	5 738	729	178	130
561	Men's and boys' clothing and furnishings stores -----	2	600	76	16	9
562, 3, 8	Women's clothing and specialty stores and furriers -----	7	2 088	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	7	2 088	(D)	(D)	(D)
565	Family clothing stores -----	—	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	2 656	365	89	46
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	6	2 686	379	77	58
5712	Furniture stores -----	—	—	—	—	—
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	3	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	22	(D)	(D)	(D)	(D)
5812	Eating places -----	21	4 906	1 255	279	323
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	3	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	24	10 694	1 327	298	181
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	18	8 952	1 074	228	148
5992	Florists -----	1	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Paterson					
	Retail stores²-----	1 003	232 178	29 290	7 072	3 952
52	Building materials, hardware, garden supply, and mobile home dealers -----	31	5 364	790	172	85
525	Hardware stores -----	16	1 923	221	53	33
52 ex. 525	Other -----	15	3 441	569	119	52
53	General merchandise group stores -----	19	19 354	4 660	1 208	802
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	12	2 705	303	111	59
54	Food stores⁴ -----	194	50 473	4 502	1 116	586
541	Grocery stores -----	111	38 504	3 341	833	393
55 ex. 554	Automotive dealers -----	46	39 191	3 685	820	279
554	Gasoline service stations -----	78	16 310	1 019	267	154
56	Apparel and accessory stores -----	82	12 415	1 927	433	264
561	Men's and boys' clothing and furnishings stores -----	14	(D)	486	108	52
562, 3, 8	Women's clothing and specialty stores and furriers -----	25	5 175	832	190	135
562	Women's ready-to-wear stores -----	20	(D)	710	164	119
565	Family clothing stores -----	11	600	68	20	14
566	Shoe stores -----	21	3 387	528	112	59
564, 9	Other apparel and accessory stores -----	11	(D)	13	3	4
57	Furniture, home furnishings, and equipment stores -----	56	20 896	3 279	729	310
5712	Furniture stores -----	21	(D)	2 301	511	207
5713, 4, 9	Home furnishings stores -----	16	4 636	701	155	72
572, 3	Household appliance, radio, television, and music stores -----	19	(D)	277	63	31
58	Eating and drinking places -----	256	19 644	3 814	929	767
5812	Eating places -----	145	13 168	2 943	691	599
5813	Drinking places (alcoholic beverages) -----	111	6 476	871	238	168
591	Drug and proprietary stores -----	35	(D)	1 405	363	211
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	206	(D)	4 209	1 035	494
592	Liquor stores -----	56	11 069	827	224	127
594	Miscellaneous shopping goods stores -----	58	9 704	1 124	267	140
5992	Florists -----	19	882	131	26	20

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Paterson-Clifton-Passaic, N.J., SMSA					
	Retail stores²-----	3 679	1 446 357	170 114	40 599	25 078
52	Building materials, hardware, garden supply, and mobile home dealers -----	126	51 148	5 960	1 408	750
525	Hardware stores -----	48	9 006	1 214	317	176
52 ex. 525	Other -----	78	42 142	4 746	1 091	574
53	General merchandise group stores -----	62	258 211	31 170	7 361	5 441
531	Department stores ³ -----	14	229 607	28 110	6 615	4 753
533	Variety stores -----	20	9 907	1 545	366	354
539	Miscellaneous general merchandise stores -----	28	18 697	1 515	380	334
54	Food stores⁴ -----	594	306 111	29 489	7 332	3 801
541	Grocery stores -----	290	260 684	24 113	6 037	2 794
55 ex. 554	Automotive dealers -----	189	229 462	20 288	4 642	1 469
554	Gasoline service stations -----	333	92 440	6 139	1 590	968
56	Apparel and accessory stores -----	362	113 532	15 777	3 775	2 586
561	Men's and boys' clothing and furnishings stores -----	60	26 897	4 155	966	454
562, 3, 8	Women's clothing and specialty stores and furriers -----	133	40 999	5 585	1 367	1 133
562	Women's ready-to-wear stores -----	111	38 652	5 180	1 271	1 067
565	Family clothing stores -----	39	18 166	2 214	562	480
566	Shoe stores -----	90	23 411	3 394	780	451
564, 9	Other apparel and accessory stores -----	40	4 059	429	100	68
57	Furniture, home furnishings, and equipment stores -----	242	73 806	9 429	2 275	1 004
5712	Furniture stores -----	72	32 121	4 755	1 133	466
5713, 4, 9	Home furnishings stores -----	87	17 178	2 453	565	262
572, 3	Household appliance, radio, television, and music stores -----	83	24 507	2 221	577	276
58	Eating and drinking places -----	850	124 767	28 513	6 605	5 940
5812	Eating places -----	541	100 797	25 152	5 748	5 267
5813	Drinking places (alcoholic beverages) -----	309	23 970	3 361	857	673
591	Drug and proprietary stores -----	104	33 129	5 124	1 266	833
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	817	163 751	18 225	4 345	2 286
592	Liquor stores -----	163	35 037	2 890	714	413
594	Miscellaneous shopping goods stores -----	319	63 089	7 556	1 751	1 133
5992	Florists -----	63	3 730	591	129	91

¹For all establishments, including those with no payroll.²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).³Includes sales from catalog order desks.⁴Includes data not covered by SIC 541.⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	Paterson					
	Retail stores ² -----	272	66 741	11 244	2 810	2 352
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	11	24 054	4 422	1 121	1 080
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	7	3 274	385	91	72
54	Food stores -----	29	6 538	668	183	135
55 ex. 554	Automotive dealers -----	3	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	3	581	40	10	8
56	Apparel and accessory stores -----	68	12 875	2 293	541	446
561	Men's and boys' clothing and furnishings stores -----	13	3 669	534	123	65
562, 3, 8	Women's clothing and specialty stores and furriers -----	24	4 427	837	204	211
562	Women's ready-to-wear stores -----	12	3 458	703	169	169
565	Family clothing stores -----	7	1 116	255	52	53
566	Shoe stores -----	19	3 201	646	158	111
564, 9	Other apparel and accessory stores -----	5	462	21	4	6
57	Furniture, home furnishings, and equipment stores -----	37	10 479	1 874	474	242
5712	Furniture stores -----	18	7 706	1 549	396	196
5713, 4, 9	Home furnishings stores -----	9	998	167	39	25
572, 3	Household appliance, radio, television, and music stores -----	10	1 775	158	39	21
58	Eating and drinking places -----	53	3 946	886	218	243
5812	Eating places -----	22	2 056	559	141	158
5813	Drinking places (alcoholic beverages) -----	31	1 890	327	77	85
591	Drug and proprietary stores -----	3	1 266	181	44	46
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	62	5 804	727	183	133
592	Liquor stores -----	6	1 148	87	20	14
594	Miscellaneous shopping goods stores -----	33	3 420	522	131	90
5992	Florists -----	2	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Paterson			
	Retail stores ² -----	-8.9	-2.6	33.1
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	-17.5	26.8
525	Hardware stores -----	101.2	-42.4	(D)
52 ex. 525	Other -----	-3.3	8.7	44.2
53	General merchandise group stores -----	-23.3	-21.6	35.4
531	Department stores ³ -----	-16.4	-16.4	36.3
533	Variety stores -----	-38.8	-40.9	(D)
539	Miscellaneous general merchandise stores -----	-45.2	(D)	(D)
54	Food stores ⁴ -----	25.8	-21.7	18.4
541	Grocery stores -----	(NA)	-23.7	20.5
55 ex. 554	Automotive dealers -----	69.8	15.1	45.9
554	Gasoline service stations -----	(D)	17.1	52.8
56	Apparel and accessory stores -----	-20.8	-32.9	12.4
561	Men's and boys' clothing and furnishings stores -----	-23.2	-32.6	-1.8
562, 3, 8	Women's clothing and specialty stores and furriers -----	-7.9	-35.7	-0.8
562	Women's ready-to-wear stores -----	2.0	(D)	8.6
565	Family clothing stores -----	(D)	-63.1	100.6
566	Shoe stores -----	-8.2	-3.3	13.9
564, 9	Other apparel and accessory stores -----	(D)	(D)	50.1
57	Furniture, home furnishings, and equipment stores -----	-7.4	-0.2	14.0
5712	Furniture stores -----	2.0	(D)	13.8
5713, 4, 9	Home furnishings stores -----	-27.8	55.7	0.3
572, 3	Household appliance, radio, television, and music stores -----	-36.3	(D)	26.5
58	Eating and drinking places -----	4.9	5.3	45.7
5812	Eating places -----	69.1	25.3	62.3
5813	Drinking places (alcoholic beverages) -----	-65.0	-20.4	1.8
591	Drug and proprietary stores -----	46.0	(D)	16.0
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	-2.0	(D)	65.1
592	Liquor stores -----	11.1	7.8	31.5
594	Miscellaneous shopping goods stores -----	0.7	62.4	80.6
5992	Florists -----	-10.7	(D)	26.1

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Paterson					
	Retail stores ¹ -----	26.2	4.2	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	8.5	0.9	0.8	2.3	3.5
525	Hardware stores -----	(D)	(D)	(D)	0.8	0.6
52 ex. 525	Other -----	(D)	(D)	(D)	1.5	2.9
53	General merchandise group stores -----	95.3	7.1	30.3	8.3	17.9
531	Department stores ² -----	100.0	(D)	(D)	(D)	15.9
533	Variety stores -----	99.8	(D)	(D)	(D)	0.7
539	Miscellaneous general merchandise stores -----	66.3	9.6	2.9	1.2	1.3
54	Food stores ³ -----	16.3	2.7	13.5	21.7	21.2
541	Grocery stores -----	14.5	2.1	9.2	16.6	18.0
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	16.9	15.9
554	Gasoline service stations -----	(D)	(D)	(D)	7.0	6.4
56	Apparel and accessory stores -----	82.2	9.0	16.8	5.3	7.8
561	Men's and boys' clothing and furnishings stores -----	(D)	10.5	4.6	(D)	1.9
562, 3, 8	Women's clothing and specialty stores and furriers -----	78.8	9.9	6.7	2.2	2.8
562	Women's ready-to-wear stores -----	(D)	9.1	5.8	(D)	2.7
565	Family clothing stores -----	(D)	(D)	(D)	0.3	1.3
566	Shoe stores -----	86.7	12.5	4.8	1.5	1.6
564, 9	Other apparel and accessory stores -----	48.2	(D)	(D)	(D)	0.3
57	Furniture, home furnishings, and equipment stores -----	46.5	13.2	16.0	9.0	5.1
5712	Furniture stores -----	(D)	24.5	12.9	(D)	2.2
5713, 4, 9	Home furnishings stores -----	15.6	4.2	1.2	2.0	1.2
572, 3	Household appliance, radio, television, and music stores -----	(D)	4.6	1.9	(D)	1.7
58	Eating and drinking places -----	21.1	3.3	6.8	8.5	8.6
5812	Eating places -----	26.4	3.4	5.7	5.7	7.0
5813	Drinking places (alcoholic beverages) -----	10.2	2.8	1.1	2.8	1.7
591	Drug and proprietary stores -----	(D)	5.6	3.0	(D)	2.3
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	(D)	3.5	9.3	(D)	11.3
592	Liquor stores -----	11.5	3.6	2.1	4.8	2.4
594	Miscellaneous shopping goods stores -----	35.5	5.5	5.7	4.2	4.4
5992	Florists -----	(D)	(D)	(D)	0.4	0.3

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

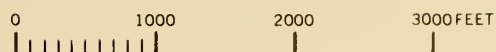
TRENTON**Standard Metropolitan Statistical Area**

TRENTON

Central Business District



Comprising Census Tract 9



TRENTON

Major Retail Centers



- Central Business District
- ① Major Retail Centers (boundary descriptions are in appendix E)
- ▭ Central City

U.S. DEPARTMENT OF COMMERCE

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Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers				
					No. 1	No. 2	No. 3	No. 4	No. 5
	Retail stores:^{1 2}								
	Number	2 438	803	171	42	26	26	23	118
	Sales (\$1,000)	1 033 635	169 405	32 874	22 161	21 247	15 385	28 192	100 474
	Payroll entire year (\$1,000)	128 311	22 887	6 471	3 298	3 422	2 235	3 518	14 003
	Paid employees for week including March 12 ---	18 622	3 876	998	480	534	329	495	2 361
54, 58, 591	Convenience goods stores:								
	Number	972	414	74	10	4	7	5	25
	Sales (\$1,000)	364 515	(D)	9 048	10 431	1 578	(D)	8 885	5 752
53, 56, 57; 594	Shopping goods stores (GAF):³								
	Number	699	187	74	24	17	16	13	81
	Sales (\$1,000)	295 287	45 839	18 529	10 225	16 369	8 647	16 019	93 049
52, 55, 59, ex. 591, 4, 6	All other stores:								
	Number	767	202	23	8	5	3	5	12
	Sales (\$1,000)	373 833	(D)	5 297	1 505	3 300	(D)	3 288	1 673
	Number of Establishments								
	Retail stores ^{1 2}	2 438	803	171	42	26	26	23	118
52	Building materials, hardware, garden supply, and mobile home dealers	89	18	1	3	2	-	3	-
525	Hardware stores	25	7	-	1	-	-	-	-
52 ex. 525	Other	64	11	1	2	2	-	3	-
53	General merchandise group stores	47	18	6	3	1	1	2	5
531	Department stores ⁴	13	3	1	1	1	1	1	4
533	Variety stores	17	9	3	1	-	-	1	1
539	Miscellaneous general merchandise stores	17	6	2	1	-	-	-	-
54	Food stores ⁵	350	145	20	4	1	2	2	12
541	Grocery stores	223	94	13	2	1	1	1	-
55 ex. 554	Automotive dealers	112	18	3	1	1	-	1	-
554	Gasoline service stations	219	56	1	-	-	-	-	-
56	Apparel and accessory stores	276	87	43	4	8	8	3	47
561	Men's and boys' clothing and furnishings stores --	61	22	11	-	1	1	-	10
562, 3, 8	Women's clothing and specialty stores and furriers	107	35	15	2	5	1	1	16
562	Women's ready-to-wear stores	82	27	10	1	5	1	1	15
565	Family clothing stores	18	7	3	1	-	3	-	5
566	Shoe stores	59	16	11	-	1	1	1	11
564, 9	Other apparel and accessory stores	31	7	3	1	1	2	1	5
57	Furniture, home furnishings, and equipment stores	8	54	13	8	3	1	3	8
5712	Furniture stores	45	15	6	-	1	-	1	-
5713, 4, 9	Home furnishings stores	67	15	1	4	2	1	-	2
572, 3	Household appliance, radio, television, and music stores	71	24	6	4	-	-	2	6
58	Eating and drinking places	558	250	52	5	2	4	2	12
5812	Eating places	360	123	36	5	2	4	2	11
5813	Drinking places (alcoholic beverages)	198	127	16	-	-	-	-	1
591	Drug and proprietary stores	64	19	2	1	1	1	1	1
59 ex. 591, 6	Miscellaneous retail stores ⁶	540	138	30	13	7	9	6	33
592	Liquor stores	93	41	5	1	1	1	1	-
594	Miscellaneous shopping goods stores	193	28	12	9	5	6	5	21
5992	Florists	47	12	1	1	-	-	-	2

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Trenton CBD					
	Retail stores² -----	171	32 874	6 471	1 602	998
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	6 448	2 531	609	294
531	Department stores ³ -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	20	(D)	(D)	(D)	(D)
541	Grocery stores -----	13	1 912	162	57	18
55 ex. 554	Automotive dealers -----	3	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	43	6 478	1 107	279	181
561	Men's and boys' clothing and furnishings stores -----	11	1 741	329	91	37
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	2 516	392	81	82
562	Women's ready-to-wear stores -----	10	2 237	333	69	69
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	11	1 305	226	62	28
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	13	1 985	419	105	51
5712	Furniture stores -----	6	1 382	340	83	33
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	6	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	52	5 105	1 054	268	282
5812	Eating places -----	36	3 784	820	210	223
5813	Drinking places (alcoholic beverages) -----	16	1 321	234	58	59
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	30	7 556	801	191	107
592	Liquor stores -----	5	827	60	15	16
594	Miscellaneous shopping goods stores -----	12	3 618	425	92	55
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 5					
	Retail stores ² -----	118	100 474	14 003	2 892	2 361
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	5	(D)	(D)	(D)	(D)
531	Department stores ³ -----	4	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores ⁴ -----	12	(D)	(D)	(D)	(D)
541	Grocery stores -----	-	-	-	-	-
55 ex. 554	Automotive dealers -----	-	-	-	-	-
554	Gasoline service stations -----	-	-	-	-	-
56	Apparel and accessory stores -----	47	15 128	1 955	392	396
561	Men's and boys' clothing and furnishings stores -----	10	3 084	522	116	80
562, 3, 8	Women's clothing and specialty stores and furriers -----	16	5 447	612	126	183
562	Women's ready-to-wear stores -----	15	(D)	(D)	(D)	(D)
565	Family clothing stores -----	5	1 870	154	31	40
566	Shoe stores -----	11	3 755	486	80	62
564, 9	Other apparel and accessory stores -----	5	972	181	39	31
57	Furniture, home furnishings, and equipment stores -----	8	3 885	379	88	74
5712	Furniture stores -----	-	-	-	-	-
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	6	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	12	2 992	695	171	192
5812	Eating places -----	11	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	33	9 891	1 311	304	229
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	21	(D)	(D)	(D)	(D)
5992	Florists -----	2	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
Trenton						
	Retail stores ² -----	803	169 405	22 887	5 511	3 876
52	Building materials, hardware, garden supply, and mobile home dealers-----	18	7 330	756	167	80
525	Hardware stores-----	7	(D)	15	3	1
52 ex. 525	Other-----	11	(D)	741	164	79
53	General merchandise group stores-----	18	18 240	3 819	912	564
531	Department stores ³ -----	3	(D)	(D)	(D)	(D)
533	Variety stores-----	9	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	6	222	(D)	(D)	(D)
54	Food stores ⁴ -----	145	30 695	2 854	641	431
541	Grocery stores-----	94	26 581	2 413	554	344
55 ex. 554	Automotive dealers-----	18	12 103	1 130	243	84
554	Gasoline service stations-----	56	14 836	867	232	179
56	Apparel and accessory stores-----	87	12 691	2 520	601	374
561	Men's and boys' clothing and furnishings stores-----	22	4 447	1 176	286	134
562, 3, 8	Women's clothing and specialty stores and furriers-----	35	4 409	692	153	139
562	Women's ready-to-wear stores-----	27	(D)	562	125	117
565	Family clothing stores-----	7	(D)	200	48	33
566	Shoe stores-----	16	2 019	353	89	50
564, 9	Other apparel and accessory stores-----	7	(D)	99	25	18
57	Furniture, home furnishings, and equipment stores-----	54	9 339	1 583	409	181
5712	Furniture stores-----	15	3 270	586	153	60
5713, 4, 9	Home furnishings stores-----	15	2 906	554	133	59
572, 3	Household appliance, radio, television, and music stores-----	24	3 163	443	123	62
58	Eating and drinking places-----	250	25 720	5 355	1 341	1 401
5812	Eating places-----	123	16 194	3 825	955	1 081
5813	Drinking places (alcoholic beverages)-----	127	9 526	1 530	386	320
591	Drug and proprietary stores-----	19	(D)	644	159	111
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	138	(D)	3 359	806	471
592	Liquor stores-----	41	7 939	749	177	133
594	Miscellaneous shopping goods stores-----	28	5 569	683	152	116
5992	Florists-----	12	809	141	38	24

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
Trenton, N.J., SMSA						
	Retail stores² -----	2 438	1 033 635	128 311	30 845	18 622
52	Building materials, hardware, garden supply, and mobile home dealers -----	89	38 594	4 270	1 015	458
525	Hardware stores -----	25	7 852	989	249	145
52 ex. 525	Other -----	64	30 742	3 281	766	313
53	General merchandise group stores -----	47	137 116	20 015	4 414	3 195
531	Department stores ³ -----	13	118 044	17 379	3 779	2 655
533	Variety stores -----	17	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	17	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	350	246 447	25 523	6 062	2 815
541	Grocery stores -----	223	225 842	23 089	5 551	2 364
55 ex. 554	Automotive dealers -----	112	162 562	15 310	3 813	1 105
554	Gasoline service stations -----	219	84 593	5 381	1 339	889
56	Apparel and accessory stores -----	276	60 746	9 639	2 297	1 582
561	Men's and boys' clothing and furnishings stores -----	61	15 747	3 015	743	372
562, 3, 8	Women's clothing and specialty stores and furriers -----	107	24 976	3 552	833	720
562	Women's ready-to-wear stores -----	82	22 683	3 200	760	647
565	Family clothing stores -----	18	5 840	789	201	137
566	Shoe stores -----	59	11 278	1 786	408	259
564, 9	Other apparel and accessory stores -----	31	2 905	497	112	94
57	Furniture, home furnishings, and equipment stores -----	183	55 016	7 417	1 889	809
5712	Furniture stores -----	45	16 917	2 726	742	286
5713, 4, 9	Home furnishings stores -----	67	15 308	2 310	602	255
572, 3	Household appliance, radio, television, and music stores -----	71	22 791	2 381	545	268
58	Eating and drinking places -----	558	90 321	21 560	5 314	5 025
5812	Eating places -----	360	68 183	17 307	4 252	4 101
5813	Drinking places (alcoholic beverages) -----	198	22 138	4 253	1 062	924
591	Drug and proprietary stores -----	64	27 747	3 965	934	649
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	540	130 493	15 231	3 768	2 095
592	Liquor stores -----	93	28 163	2 715	639	439
594	Miscellaneous shopping goods stores -----	193	42 409	5 320	1 298	918
5992	Florists -----	47	3 605	615	134	106

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
Trenton						
	Retail stores ² -----	244	61 927	10 995	2 624	2 369
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	9	29 316	6 002	1 393	1 288
531	Department stores ³ -----	3	26 426	5 478	1 268	1 165
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores -----	25	2 541	262	64	73
55 ex. 554	Automotive dealers -----	3	616	158	24	14
554	Gasoline service stations -----	2	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	58	10 829	1 596	388	318
561	Men's and boys' clothing and furnishings stores -----	12	3 058	584	145	88
562, 3, 8	Women's clothing and specialty stores and furriers -----	20	4 127	527	127	132
562	Women's ready-to-wear stores -----	15	3 674	444	107	114
565	Family clothing stores -----	4	1 059	117	28	31
566	Shoe stores -----	18	2 160	303	74	50
564, 9	Other apparel and accessory stores -----	4	425	65	14	17
57	Furniture, home furnishings, and equipment stores -----	18	3 183	634	172	101
5712	Furniture stores -----	8	2 293	496	121	62
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	8	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	64	4 728	1 013	249	314
5812	Eating places -----	46	3 709	859	208	268
5813	Drinking places (alcoholic beverages) -----	18	1 019	154	41	46
591	Drug and proprietary stores -----	7	833	152	37	42
59 ex. 591, 6-	Miscellaneous retail stores ⁴ -----	56	9 107	1 084	273	197
592	Liquor stores -----	8	1 573	139	33	31
594	Miscellaneous shopping goods stores -----	25	3 701	624	160	104
5992	Florists -----	1	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. **Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Trenton			
	Retail stores ² -----	-46.9	-15.0	42.8
52	Building materials, hardware, garden supply, and mobile home dealers -----	-50.0	14.7	9.6
525	Hardware stores -----	(D)	-50.4	99.8
52 ex. 525	Other -----	-42.4	(D)	-1.7
53	General merchandise group stores -----	-78.0	(D)	29.4
531	Department stores ³ -----	(D)	(D)	42.4
533	Variety stores -----	-13.5	-17.6	-32.7
539	Miscellaneous general merchandise stores -----	-64.0	-60.5	22.9
54	Food stores ⁴ -----	(D)	-27.4	50.4
541	Grocery stores -----	(NA)	-27.4	48.2
55 ex. 554	Automotive dealers -----	(D)	(D)	33.7
554	Gasoline service stations -----	-8.1	24.0	64.4
56	Apparel and accessory stores -----	-40.2	-20.9	45.0
561	Men's and boys' clothing and furnishings stores -----	-43.1	-4.4	20.5
562, 3, 8	Women's clothing and specialty stores and furriers -----	-39.0	-28.2	47.2
562	Women's ready-to-wear stores -----	-39.1	-28.6	49.1
565	Family clothing stores -----	(D)	(D)	107.5
566	Shoe stores -----	-39.6	-35.1	45.2
564, 9	Other apparel and accessory stores -----	(D)	-37.6	126.8
57	Furniture, home furnishings, and equipment stores -----	-37.6	-12.9	20.7
5712	Furniture stores -----	-39.7	-32.7	2.0
5713, 4, 9	Home furnishings stores -----	18.5	(D)	88.8
572, 3	Household appliance, radio, television, and music stores -----	-48.5	-22.1	9.1
58	Eating and drinking places -----	8.0	34.3	47.5
5812	Eating places -----	2.0	43.9	53.3
5813	Drinking places (alcoholic beverages) -----	29.6	20.7	32.3
591	Drug and proprietary stores -----	(D)	-4.4	32.3
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	-17.0	(D)	71.8
592	Liquor stores -----	-47.4	-0.9	45.4
594	Miscellaneous shopping goods stores -----	-2.2	3.0	59.6
5992	Florists -----	19.0	-19.9	27.2

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Trenton					
	Retail stores ¹ -----	19.4	3.2	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	4.3	3.7
525	Hardware stores -----	(D)	—	—	(D)	0.8
52 ex. 525	Other -----	(D)	(D)	(D)	(D)	3.0
53	General merchandise group stores -----	35.4	4.7	19.6	10.8	13.3
531	Department stores ² -----	(D)	(D)	(D)	(D)	11.4
533	Variety stores -----	61.7	20.8	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	(D)	0.9	(D)	0.1	(D)
54	Food stores ³ -----	(D)	(D)	(D)	18.1	23.8
541	Grocery stores -----	7.2	0.8	5.8	15.7	21.8
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	7.1	15.7
554	Gasoline service stations -----	(D)	(D)	(D)	8.8	8.2
56	Apparel and accessory stores -----	51.0	10.7	19.7	7.5	5.9
561	Men's and boys' clothing and furnishings stores -----	39.1	11.1	5.3	2.6	1.5
562, 3, 8	Women's clothing and specialty stores and furriers -----	57.1	10.1	7.7	2.6	2.4
562	Women's ready-to-wear stores -----	(D)	9.9	6.8	(D)	2.2
565	Family clothing stores -----	49.6	(D)	(D)	(D)	0.6
566	Shoe stores -----	64.6	11.6	4.0	1.2	1.1
564, 9	Other apparel and accessory stores -----	52.9	(D)	(D)	(D)	0.3
57	Furniture, home furnishings, and equipment stores -----	21.3	3.6	6.0	5.5	5.3
5712	Furniture stores -----	42.3	8.2	4.2	1.9	1.6
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	1.7	1.5
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	1.9	2.2
58	Eating and drinking places -----	19.8	5.7	15.5	15.2	8.7
5812	Eating places -----	23.4	5.5	11.5	9.6	6.6
5813	Drinking places (alcoholic beverages) -----	13.9	6.0	4.0	5.6	2.1
591	Drug and proprietary stores -----	31.5	(D)	(D)	(D)	2.7
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	(D)	5.8	23.0	(D)	12.6
592	Liquor stores -----	10.4	2.9	2.5	4.7	2.7
594	Miscellaneous shopping goods stores -----	65.0	8.5	11.0	3.3	4.1
5992	Florists -----	(D)	(D)	(D)	0.5	0.3

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

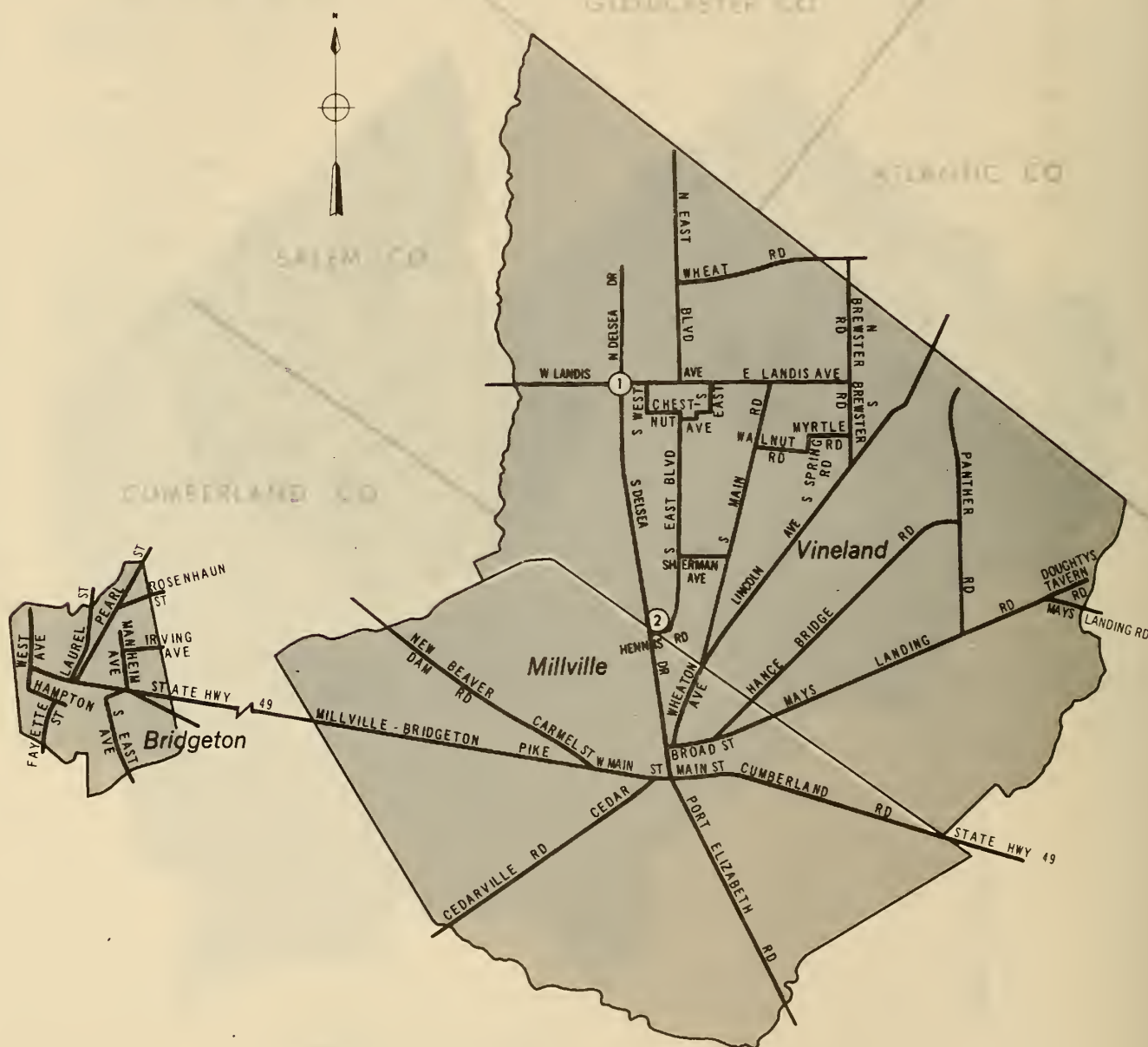
VINELAND-MILLVILLE-BRIDGETON

Standard Metropolitan Statistical Area



VINELAND-MILLVILLE-BRIDGETON

Major Retail Centers



- ① Major Retail Centers (boundary descriptions are in appendix E)
- Central Cities

Table 1. Statistics by Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E]

SIC code	Kind of business	Standard metropolitan statistical area	Major retail centers	
			No. 1	No. 2
	Retail stores:^{1 2}			
	Number	1 217	82	55
	Sales (\$1,000)	440 152	76 954	43 602
	Payroll entire year (\$1,000)	48 700	9 600	5 348
	Paid employees for week including March 12 ---	6 812	1 262	875
54, 58, 591	Convenience goods stores:			
	Number	410	29	12
	Sales (\$1,000)	(D)	27 581	(D)
53, 56, 57; 594	Shopping goods stores (GAF):³			
	Number	325	28	41
	Sales (\$1,000)	101 692	34 413	26 840
52, 55, 59, ex. 591, 4, 6	All other stores:			
	Number	482	25	2
	Sales (\$1,000)	(D)	14 960	(D)
	Number of Establishments			
	Retail stores^{1 2}	1 217	82	55
52	Building materials, hardware, garden supply, and mobile home dealers	56	3	-
525	Hardware stores	13	-	-
52 ex. 525	Other	43	3	-
53	General merchandise group stores	25	3	4
531	Department stores ⁴	7	3	2
533	Variety stores	10	-	-
539	Miscellaneous general merchandise stores	8	-	2
54	Food stores⁵	186	14	5
541	Grocery stores	124	4	2
55 ex. 554	Automotive dealers	131	9	-
554	Gasoline service stations	116	5	-
56	Apparel and accessory stores	111	6	21
561	Men's and boys' clothing and furnishings stores --	16	1	5
562, 3, 8	Women's clothing and specialty stores and furriers	45	3	10
562	Women's ready-to-wear stores	41	3	10
565	Family clothing stores	8	-	2
566	Shoe stores	23	1	4
564, 9	Other apparel and accessory stores	19	1	-
57	Furniture, home furnishings, and equipment stores	79	13	6
5712	Furniture stores	22	5	-
5713, 4, 9	Home furnishings stores	24	4	-
572, 3	Household appliance, radio, television, and music stores	33	4	6
58	Eating and drinking places	204	14	6
5812	Eating places	151	12	6
5813	Drinking places (alcoholic beverages)	53	2	-
591	Drug and proprietary stores	20	1	1
59 ex. 591, 6	Miscellaneous retail stores⁶	289	14	12
592	Liquor stores	24	2	-
594	Miscellaneous shopping goods stores	110	6	10
5992	Florists	24	3	-

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. **Statistics by Kind of Business for Major Retail Centers with 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because
there were no major retail centers
with 100 retail establishments
or more in 1977

APPENDIX A. General Explanation

CENSUS COVERAGE AND METHODOLOGY

Structure and method of enumeration—Firms in the 1977 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consists of firms which were not required to file a regular census return and includes:

- a. All nonemployers, i.e., all firms with no paid employees during 1977. Sales information for them was obtained from 1977 Federal income tax records. Although consisting of many firms, nonemployers account for less than 5 percent of total retail sales.

The census included only those retail nonemployer firms which reported a sales volume of \$2,500 or more during 1977 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$2,500 or more. This treatment is the same as in the 1972 census.

- b. Selected small employers, i.e., all business firms with paid employees as shown in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" are all those single-establishment firms with payroll below a specified cutoff. Although the cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.

Data on sales, payroll, and employment for employer firms below the cutoff were obtained from the records of the IRS and the Social Security Administration (SSA), except for a 10-percent sample which was included in the mail universe.

2. The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:

- a. Large employers, i.e., all employer firms above the payroll size cutoff established to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1976 Report of Company Organization was used as a coverage check in the census. In the census mailing package, firms were sent a form to use in updating the list of establishments with those opened since 1976.
- b. The 10-percent sample of small employers referred to in section 1b above.

Method of classifying kinds of business—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.¹ However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universes as follows:

1. The nonmail universe.

- a. All nonemployers were classified on the basis of information supplied on the Federal income tax returns. They were coded in less detail than employer firms; therefore, the combined data for all establishments (nonemployer firms plus establishments of employer firms) are presented in less kind-of-business detail than are the data for employer establishments alone.

- b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1972 census. Otherwise, the SSA classification was used or the IRS classification based on the firm's description of its principal business activity as entered on its IRS business tax return.

If the Census, SSA, and IRS classifications proved inadequate (none corresponded to a 1977 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1977 census kind-of-business code.

2. The mail universe was classified on the basis of answers to questions on sales by merchandise lines and other special inquiries.

COMPARABILITY OF 1972 AND 1977 CENSUSES

The 1972 and 1977 Censuses of Retail Trade were conducted under similar conditions and procedures. However, strict comparability of the data for the two censuses is limited by the following factors:

Geographic areas—The boundaries of a number of areas for which data are shown in the 1977 census are not the same as in the 1972 census because of annexations, other boundary changes, and redefinitions of SMSA's since 1972. In addition, not all areas which qualified for presentation of separate data in one of the census years qualified or existed in both census years (see Geographic Areas Covered in the Introduction).

¹Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.

Classifications—In 1977, the calculation to determine the proper kind-of-business classification based on the dominant merchandise line (or the dominant homogeneous group of merchandise lines) was done after excluding all nonmerchandise sales from total sales; in 1972, the calculation was done using total sales, including nonmerchandise sales. As a result, some establishments were assigned a different kind-of-business classification in 1977 than they would have been assigned in 1972. The change was insignificant in most kinds of business.

Sales—The 1972 sales statistics included two items omitted from the 1977 sales statistics:

1. Sales (or other) taxes collected from customers and forwarded to taxing authorities.
2. Carrying charges or other charges for credit.

Studies have shown that these items were substantially under-reported in the 1972 census. Sales taxes and credit charges reported in the 1972 census have been estimated at about \$10 billion for the United States as a whole.

Legal form of organization—In the 1972 census, the legal form of organization was based on data reported directly in the censuses only for establishments of large multiestablishment companies—those with a total company employment of 250 persons or more. (These large firms included information on legal form of organization in their company summary reports.) The legal form of organization of all other establishments was generally decided by the type of IRS business income tax return form they filed; e.g., businesses filing a partnership Federal tax return (form 1065) were assumed to be partnerships.

In 1977, the legal form of organization was determined for establishments in the mail universe on the basis of the response to the legal form of organization inquiry on the census forms. The legal form of organization of nonmail establishments was generally decided by the type of IRS business income tax return form filed.

A later retail trade report, "Establishment and Firm Size," will present data by the following legal forms of organization:

1. Individual proprietorships.
2. Partnerships.
3. Corporations (including non-tax-exempt cooperatives).
4. Other legal forms.

EXPLANATION OF TERMS

Establishments—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one or more establishments. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were

derived from a sample and will be provided in the United States Summary report. Each census report was tabulated in accordance with the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

When two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

In the case of leased departments (separately owned businesses operated as departments or concessions of retail business under another ownership, such as a separately owned shoe department in a department store), only a single establishment combining leased departments with the main retail establishment in which they are located is recognized for census purposes. However, when information is obtained from IRS and SSA sources rather than a census report, it is generally not possible to differentiate between leased departments and separate establishments. Leased retail departments located in other than retail establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

Sales—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll entire year—Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (e.g., free meals and lodgings), paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for form 941.

Payroll first quarter—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1977.

Paid employees for week including March 12—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1977. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

Central administrative offices and auxiliaries—Each company included in this census was asked to identify and report separately as "central administrative offices" or "auxiliaries" those locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for such central administrative offices and auxiliaries which primarily service retail establishments will be presented in a subsequent report issued as part of the 1977 Enterprise Statistics series of reports.

KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1972 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions are necessitated by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate

to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications in accordance with the industry classifications defined in the 1972 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within an SIC. In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food stores" classification excluded stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities, or "merchandise lines," are characteristic of different kinds of business is given in the 1977 Census of Retail Trade report, Merchandise Line Sales.)

The basis for the kind-of-business classifications has been described (see Method of classifying kinds of business above). Descriptions of the major kind-of-business classifications used in the Major Retail Centers series of reports follow. All the kind-of-business classifications in the retail major categories are described in appendix A of the 1977 Census of Retail Trade Geographic Area series of reports (RC77-A).

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Hardware stores (SIC 525)—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

Department stores (SIC 531)—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Variety stores (SIC 533)—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous general merchandise stores (SIC 539)—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 25 employees, and stores usually known as country general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and home furnishings exceed half of their total sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establish-

ments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

Grocery stores (SIC 541)—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as supermarkets, food stores, and delicatessens are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; dealers selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. It includes establishments dealing exclusively in used automobiles, but not establishments dealing exclusively in used parts (SIC 5931). Also included are automobile repair shops maintained by establishments engaged in the sale of new automobiles. Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade.

Gasoline service stations (SIC 554)—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for "Department stores" (SIC 5311) or "Miscellaneous general merchandise stores" (SIC 5399) even though most of their receipts are from the sale of apparel and apparel accessories.

Men's and boys' clothing and furnishings stores (SIC 561)—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.

Women's ready-to-wear stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

Women's clothing and specialty stores and furriers (SIC 562, 563, and 568)—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, hats, foundation garments, lingerie, negligees, robes, and fur coats and other fur apparel.

Family clothing stores (SIC 565)—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566)—Establishments primarily selling shoes and other footwear. Accessories are frequently sold. Included are men's shoe stores, women's shoe stores, family shoe stores, and children's and juveniles' shoe stores.

Other apparel and accessory stores (SIC 564 and 569)—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This classification also includes children's and infants' wear stores.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 593. Stores primarily engaged in selling merchandise but also providing an interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

Furniture stores (SIC 5712)—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Home furnishings stores (SIC 5713, 5714, and 5719)—Establishments primarily engaged in the retail sale of home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, floor coverings and related products, draperies, curtains, slipcovers, and upholstery material.

Household appliance, radio, television, and music stores (SIC 572 and 573)—Comprise the following industries:

Household appliance stores (SIC 572)—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and television sets.

Radio and television stores (SIC 5732)—Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), and sound reproducing equipment. Such establishments also may sell additional lines such as household appliances, musical instruments, or records. Radio and television repair shops are classified in SIC 7622.

Record shops (SIC 5733 pt.)—Establishments primarily selling phonograph records and albums. Related merchandise also frequently is sold in these stores.

Musical instrument stores (SIC 5733 pt.)—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies also may be sold in these stores.

Eating and Drinking Places (SIC Major Group 58)

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants, lunch counters, and drinking places operated as a subordinate service facility by other establishments are not included in this industry unless they are operated as leased departments by outside operators. Thus, restaurants and coffee shops operated by hotels are classified in major group 70 and those operated by department stores are classified in major group 53.

Eating places (SIC 5812)—Includes retail establishments which sell prepared foods and beverages for consumption on or near

the premises. Included are restaurants and lunchrooms, social caterers, cafeterias, refreshment places, contract feeding locations, and ice cream and frozen custard stands.

Drinking places (alcoholic beverages) (SIC 5813)—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

Miscellaneous Retail Stores (SIC Major Group 59)

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel and ice dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

Drug and proprietary stores (SIC 591)—Drug stores are establishments engaged in the retail sale of prescription drugs and patent medicines. They may carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and may operate a soda fountain or lunch counter. These stores are classified on the basis of their usual trade designation rather than on a strict interpretation of commodities handled.

Proprietary stores are establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

Liquor stores (SIC 592)—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous shopping goods stores (SIC 594)—Comprises the following industries:

General line sporting goods stores (SIC 5941 pt.)—Establishments primarily selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

Specialty line sporting goods stores (SIC 5941 pt.)—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, skiing, golfing, bowling, and billiards equipment. (In the 1972 census, specialty sporting goods stores were defined as establishments specializing in only one line of sporting goods.)

Book stores (SIC 5942)—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in "mail order houses" (SIC 5961).

Stationery stores (SIC 5943)—Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

Jewelry stores (SIC 5944)—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

Hobby, toy, and game shops (SIC 5945)—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

Camera and photographic supply stores (SIC 5946)—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

Gift, novelty, and souvenir shops (SIC 5947)—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and leather goods stores (SIC 5948)—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Sewing, needlework, and piece goods stores (SIC 5949)—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

Florists (SIC 5992)—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

Nonstore retailers (SIC 596)—The establishments primarily engaged in these activities are not included in the Major Retail Centers series of reports, but are included in all other 1977 Census of Retail Trade publications. Included in this classification are mail order houses, automatic merchandising machine operators, and direct selling (house-to-house) establishments. (Data presented for direct selling establishments are limited to establishments with payroll.)

In this census, the sales made at catalog order desks in retail stores were tabulated as part of the stores' sales rather than as part of the sales of the mail order house. This conforms with the treatment of catalog desks in the 1972 censuses.

Item 7 – METHOD OF SELLING – Mark (X) the **ONE** box which best describes this establishment's principal method of selling.

300

1 ☐ Selling at this establishment 2 ☐ Mail order (catalog selling) 3 ☐ House-to-house or telephone (direct selling) 4 ☐ Operating merchandise vending machines

Item 8 – DEPARTMENT OR CONCESSION LOCATED IN THE ESTABLISHMENT OF ANOTHER FIRM 302

a. Is the business at this location conducted as a department or concession (such as a shoe concession in a department store) in an establishment operated by another firm? Mark "YES" if customers normally consider this operation as part of the establishment operated by another firm, or if sales to customers are billed by that establishment. 1 ☐ YES
2 ☐ NO

b. If "YES," enter the name and description (kind of business) of the establishment which is operated by the other firm. Name of establishment Kind of business

Item 9 – DEPARTMENT OR CONCESSION LOCATED IN THIS ESTABLISHMENT

a. Were any departments or concessions, **NOT OWNED BY THIS FIRM**, operated within this establishment during 1977? (Exclude coin-operated amusement or vending machine space leased to others) 304
Mark "YES" if any department operated by another firm is normally considered by customers to be part of this establishment, or if this establishment bills customers for sales of such departments.
1 ☐ YES → Enter number – List each one in b below
2 ☐ NO – SKIP to item 10
Any department is operated by a subsidiary firm or the parent firm.

b. List each department or concession. If more space is needed, attach a separate sheet providing the same information required below.

Line No.	Name of owner or trading name of department or concession (a)	Census use only 306	Kind of business of department or concession (b)	Estimated sales and receipts (Exclude sales and other taxes) (c)			Are sales included in Item 5a? (d)	Is payroll included in Item 6? (e)
				Mil.	Thou.	Dol.		
305		306		307			308	309
1							1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
305		306		307			308	309
2							1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
305		306		307			308	309
3							1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO

Item 15 – OWNERSHIP OR CONTROL – Refer to instructions for definitions of ownership and control.

a. Is this company owned or controlled by another company? 1 ☐ YES → Enter the company name and address (street name and number, city, State, ZIP code) and EI Number. If more space is needed to list companies, attach a separate sheet.
2 ☐ NO

b. Does this company own or control any other company or companies? 1 ☐ YES → Owning or controlling company
2 ☐ NO

Owned or controlled company

EI No. (9 digits)

Item 16 – LOCATIONS OF OPERATION

a. Were the operations under the EI Number shown in the mailing label (or as corrected in item 2) conducted at more than one location during 1977? (Including all selling or service locations and any other facilities such as warehouses, administrative offices, etc.) 1 ☐ YES – Answer (b) and (c)
2 ☐ NO – Do not complete (b) and (c) below. Review your report for completeness and accuracy and return.

Number of locations

b. At how many separate locations were these operations conducted during 1977?

c. List each location – including main location. If more space is needed, attach a separate sheet providing the same information required below.

Census use only	Physical location of each operation Name, address and ZIP code (a)	1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a(1) and (2) (b)			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b (c)		Kind of business of each location Describe (d)
		Sales and receipts	Mil.	Thou.	Dol.	084 MAR	
080	Name						
	Number and street of physical location	Total annual payroll	081			086 AUG	087 NOV
	City	1st quarter payroll	082				
	State		083				
	ZIP code						088 Census use only

Census use only	Physical location of each operation Name, address and ZIP code (a)	1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a(1) and (2) (b)			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b (c)		Kind of business of each location Describe (d)
		Sales and receipts	Mil.	Thou.	Dol.	084 MAR	
080	Name						
	Number and street of physical location	Total annual payroll	081			086 AUG	087 NOV
	City	1st quarter payroll	082				
	State		083				
	ZIP code						088 Census use only
TOTALS (Sum of entries should equal corresponding entries in items 5a and 6 on page 1)		Sales and receipts				MAR	MAY
		Total annual payroll				AUG	NOV
		1st quarter payroll					

APPENDIX C. Kind-of-Business Titles and Reporting-Form Numbers

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
52	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS		56	APPAREL AND ACCESSORY STORES	
5211	Lumber and other building materials dealers . . .	52A	5611	Men's and boys' clothing and furnishings stores	56
5231	Paint, glass, and wallpaper stores	52B	5621	Women's ready-to-wear stores	56
5251	Hardware stores	52B	5631 PT.	Millinery stores	56
5261	Retail nurseries, lawn and garden supply stores	52B	5631 PT.	Corset and lingerie stores	56
5271	Mobile home dealers	52C	5631 PT.	Other women's accessory, specialty stores	56
53	GENERAL MERCHANDISE GROUP STORES		5641	Children's and infants' wear stores	56
5311	Department stores	53A	5651	Family clothing stores	56
5331	Variety stores	53B	5661 PT.	Men's shoe stores	56
5399	Miscellaneous general merchandise stores	53A	5661 PT.	Women's shoe stores	56
			5661 PT.	Children's and juveniles' shoe stores	56
			5661 PT.	Family shoe stores	56
54	FOOD STORES		5681	Furriers and fur shops	56
5411	Grocery stores	54	5699	Miscellaneous apparel and accessory stores	56
5422	Freezer and locker meat provisioners	54	57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	
5423 PT.	Meat markets	54	5712	Furniture stores	57A
5423 PT.	Fish (seafood) markets	54	5713	Floor covering stores	57B
5431	Fruit stores and vegetable markets	54	5714	Drapery, curtain, and upholstery stores	57B
5441	Candy, nut, and confectionery stores	54	5719	Miscellaneous home furnishings stores	57B
5451	Dairy products stores	54	5722	Household appliance stores	57A
5462	Retail bakeries—baking and selling	54	5732	Radio and television stores	57A
5463	Retail bakeries—selling only	54	5733 PT.	Record shops	57B
5499	Miscellaneous food stores	54	5733 PT.	Musical instrument stores	57B
55	AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS		58	EATING AND DRINKING PLACES	
5511 PT.	Dealers with domestic car franchise only	55A	5812 PT.	Restaurants and lunchrooms	58
5511 PT.	Dealers with imported car franchise only	55A	5812 PT.	Social caterers	58
5511 PT.	Dealers with domestic, import car franchises . .	55A	5812 PT.	Cafeterias	58
5521	Motor vehicle dealers—used cars only	55A	5812 PT.	Refreshment places	58
5531 PT.	Tire, battery, and accessory dealers	55B	5812 PT.	Contract feeding	58
5531 PT.	Other auto and home supply stores	55B	5812 PT.	Ice cream, frozen custard stands	58
5541	Gasoline service stations	55D	5813	Drinking places (alcoholic beverages)	58
5551	Boat dealers	55C			
5561	Recreational and utility trailer dealers	55C			
5571	Motorcycle dealers	55C			
5599	Automotive dealers, n.e.c.	55C			

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
59	MISCELLANEOUS RETAIL STORES			MISCELLANEOUS RETAIL STORES—Con.	
5912 PT.	Drug stores	59A	5962	Automatic merchandising machine operators	58
5912 PT.	Proprietary stores	59A			
5921	Liquor stores	59G			
5931	Used merchandise stores	59G	5963 PT.	Furniture, home furnishings, equipment— direct selling	57A
5941 PT.	General line sporting goods stores	59C	5963 PT.	Mobile food service—direct selling	58
5941 PT.	Specialty line sporting goods stores	59C	5963 PT.	Books and stationery—direct selling	59B
5942	Book stores	59B	5963 PT.	Other direct selling	59G
5943	Stationery stores	59B	5982	Fuel and ice dealers, n.e.c.	59E
5944	Jewelry stores	59D	5983	Fuel oil dealers	59E
5945	Hobby, toy, and game shops	59B	5984	Liquefied petroleum gas (bottled gas) dealers ..	59E
5946	Camera and photographic supply stores	59B	5992	Florists	59F
5947	Gift, novelty, and souvenir shops	59B	5993	Cigar stores and stands	59G
5948	Luggage and leather goods stores	59B	5994	News dealers and newsstands	59G
5949	Sewing, needlework, and piece goods stores	59B	5999 PT.	Pet shops	59G
5961 PT.	Department store merchandise—mail order	53A	5999 PT.	Typewriter stores	59B
5961 PT.	General merchandise, n.e.c.—mail order	53A	5999 PT.	Optical goods stores	59G
5961 PT.	Other mail-order houses	53A	5999 PT.	Other retail stores, n.e.c.	59G

APPENDIX D. Standard Metropolitan Statistical Areas

(Titles and definitions of the SMSA's in the State established by the Department of Commerce, Office of Federal Statistical Policy and Standards, as of December 1977)

NEW YORK-NEWARK-JERSEY CITY, N.Y.-N.J.-CONN., SCSA^{1 2}

Consists of New York, N.Y.-N.J., SMSA; Nassau-Suffolk, N.Y., SMSA; Newark, N.J., SMSA; Jersey City, N.J., SMSA; New Brunswick-Perth Amboy-Sayreville, N.J., SMSA; Paterson-Clifton-Passaic, N.J., SMSA; Long Branch-Asbury Park, N.J., SMSA; Stamford, Conn., SMSA; and Norwalk, Conn., SMSA

PHILADELPHIA-WILMINGTON-TRENTON, PA.-DEL.-N.J.-MD., SCSA²

Consists of Philadelphia, Pa.-N.J., SMSA; Wilmington, Del.-N.J.-Md., SMSA; and Trenton, N.J., SMSA

ALLENTOWN-BETHLEHEM-EASTON, PA.-N.J., SMSA³

Consists of Carbon, Lehigh, and Northampton Counties, Pa., and Warren County, N.J.

ATLANTIC CITY SMSA

Coextensive with Atlantic County, N.J.

JERSEY CITY SMSA

Coextensive with Hudson County, N.J.

LONG BRANCH-ASBURY PARK SMSA

Coextensive with Monmouth County, N.J.

NEW BRUNSWICK-PERTH AMBOY-SAYREVILLE SMSA

Coextensive with Middlesex County, N.J.

NEW YORK, N.Y.-N.J., SMSA⁴

Consists of Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, and Westchester Counties, N.Y., and Bergen County, N.J.

NEWARK SMSA

Consists of Essex, Morris, Somerset, and Union Counties, N.J.

PATERSON-CLIFTON-PASSAIC SMSA

Coextensive with Passaic County, N.J.

PHILADELPHIA, PA.-N.J., SMSA³

Consists of Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, Pa., and Burlington, Camden, and Gloucester Counties, N.J.

TRENTON SMSA

Coextensive with Mercer County, N.J.

VINELAND-MILLVILLE-BRIDGETON SMSA

Coextensive with Cumberland County, N.J.

WILMINGTON, DEL.-N.J.-MD., SMSA⁵

Consists of New Castle County, Del.; Salem County, N.J.; and Cecil County, Md.

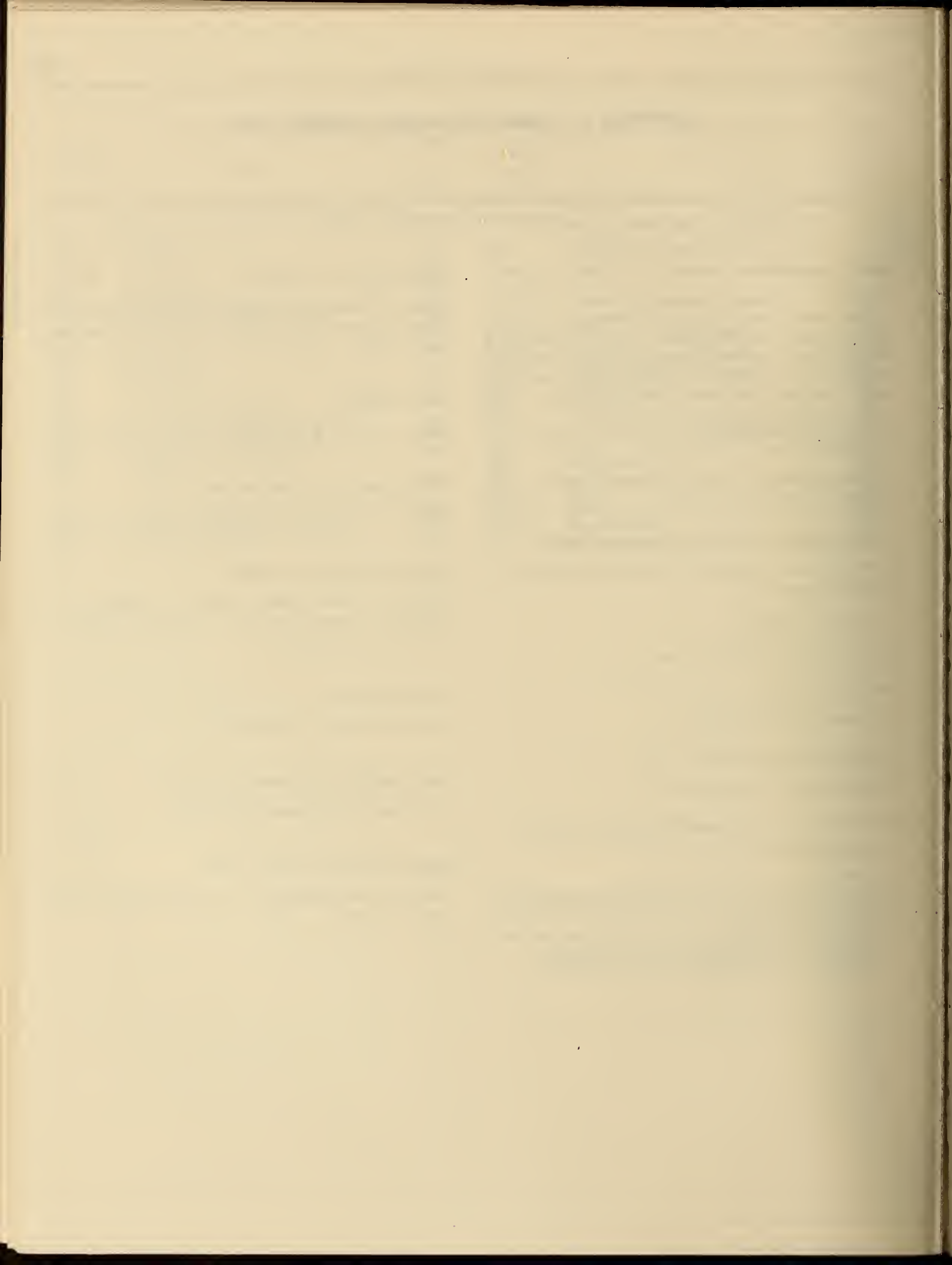
¹ Includes New York-Northeastern New Jersey SCA and Long Branch-Asbury Park, N.J.; Stamford, Conn.; and Norwalk, Conn., SMSA's added since 1972 Economic Censuses.

² No MRC data published for Standard Consolidated Statistical Areas.

³ MRC data for this SMSA appear only in the Pa. MRC report.

⁴ MRC data for this SMSA appear only in the N.Y. MRC report.

⁵ MRC data for this SMSA appear only in the Del. MRC report.



APPENDIX E. Major Retail Centers

ATLANTIC CITY, N.J., SMSA

MRC No. 1—Includes the planned center known as "Shore Mall" and establishments on Cardiff and U.S. 40 at the intersection with Garden State Parkway. (Atlantic County) (In tract 118)

JERSEY CITY, N.J., SMSA

MRC No. 2—Includes the planned center known as "Hudson Mall" in the area bounded by Lincoln Hwy., State Highway 440, Newark and New York RR., and the Hackensack River. (Jersey City) (In tract 48)

LONG BRANCH—ASBURY PARK, N.J., SMSA

MRC No. 3—Includes the planned centers known as "The Mall" and "Victoria Mall" and establishments on Broad St. from Front St. to Harding Rd., on Front St. from English Plaza to Globe Ct., and on Monmouth from Broad St. to Drummond Pl. (Red Bank) (In tract 36)

MRC No. 5—Includes the planned centers known as "Middletown Shopping Center," "Village Mall," "Middletown Plaza," "Sears Shopping Center," and "Channel Center" and establishments along Route 35 from the northern property line of Channel Center to the southern property line of Middletown Shopping Center. (Middletown twp.) (In tracts 7 and 11)

MRC No. 7—Includes the planned centers known as "Fields Plaza," "K-Mart Shopping Center," and "Hazlet Plaza" and establishments on Route 35 from Bethany Rd. to Newport-Holmdel Rd. (Hazlet twp.) (In tracts 23 and 24)

MRC No. 9—Includes the planned center known as "Monmouth Mall" and establishments at the junction of routes 35 and 36. (Eatontown) (In tract 51)

MRC No. 10—Includes the planned centers known as "Middlebrook Shopping Plaza" and establishments on Route 35 from Havey Ave., including the junction of Deal Rd., to the south property line of Middlebrook Shopping Plaza. (Ocean twp.) (In tracts 64 and 65)

MRC No. 11—Includes the planned centers known as "Shrewsbury Plaza" and "Atlantic Shopping Center" and establishments along Route 35 from the north boundary of Shrewsbury Plaza to Tinton Ave. and on Shrewsbury Ave. between Shrewsbury Plaza and Atlantic Shopping Center. (Shrewsbury and Eatontown) (In tracts 43, 44, 45, and 50)

MRC No. 12—Includes the planned centers known as "Manalapan Mall" and "Pond Road Shopping Center" and establishments on U.S. Hwy. 9 from the southern property line of Pond Road Shopping Center to Symmes Dr. (Manalapan twp. and Freehold twp.) (In tracts 101 and 104)

LONG BRANCH—ASBURY PARK, N.J., SMSA—Con.

MRC No. 14—Includes the planned centers known as "Freehold Mall," "Juniper Plaza," "South Freehold Shopping Center," and "Pathmark-Rickels Shopping Center" and establishments on U.S. Hwy. 9 from the West Main St. overpass to Jug Handle and on Schanck Rd. from Sussex Pl. to U.S. Hwy. 9. (Freehold twp.) (In tract 105)

NEW BRUNSWICK—PERTH AMBOY—SAYREVILLE, N.J., SMSA

MRC No. 1—Includes the planned center known as "Menlo Park Shopping Center," bounded by the property line of Roosevelt Hospital, Parsonage Rd., Lafayette Ave., and Oakwood Ave. (Edison twp.) (In tract 19.01)

MRC No. 2—Includes the planned center known as "Woodbridge Shopping Center," bounded by Port Reading R.R., U.S. Hwy. 9, Metuchen Ave., Woodbridge Center Dr., and U.S. Hwy. 1. (Woodbridge twp.) (In tract 30)

MRC No. 3—Includes the planned center known as "Middlesex Mall," bounded by Hadley Rd., the east and south property lines of Middlesex Mall, and Stelton Rd. (South Plainfield) (In tract 10.02)

MRC No. 4—Includes the planned center known as "Brunswick Shopping Center," bounded by Milltown Rd., U.S. Hwy. 1, and Georges Rd.; establishments on Georges Rd. from Ashland Pl. to Cranbury Cross Rd., and establishments on Milltown Rd. from Chrome St. to Georges Rd. (North Brunswick twp.) (In tracts 61.01 and 61.03)

MRC No. 5—Includes the planned center known as "Brunswick Square Mall," bounded by the north property line of the Brunswick Square Mall, State Hwy. 18, Rues Ln., and a private road. (East Brunswick twp.) (In tract 67.01)

MRC No. 6—Includes the planned center known as "Sayre Woods Shopping Center," bounded by Ernston Rd., U.S. Hwy. 9, and the south and west property lines of the shopping center. (Madison) (In tract 79.05)

MRC No. 7—Includes the planned center known as "Mid-State Mall," bounded by Tices Ln., Old Bridge Tpke., W. Prospect St., and State Hwy. 18; establishments on Old Bridge Tpke. from Burton Ave. to Willmot St., and establishments on State Hwy. 18 from Tices Ln. to Aldrich St. (East Brunswick twp. and South River) (In tracts 64.01, 64.02, and 68)

NEWARK, N.J., SMSA

MRC No. 1—Includes establishments in the area bounded by Bank Pl. extended, Bank Pl., both sides of E. Front to Richmond, the north side of Watching Ave., C.R.R. of NJ, Liberty, W. Front, Washington Ave., and the city limits of Green Brook. (Plainfield city, Union County) (In tracts 389, 390, and 393)

MRC No. 2—Includes establishments on Bloomfield Ave. from Gates Ave. to Bell, on S. Park and Park Sts. from Church to Portland Pl., on Midland Ave. from Bloomfield Ave. to Portland Pl., on Church St. and Glenridge Ave. from Trinity Pl. to Willow, and on S. Fullerton Ave. from Bloomfield Ave. to the Crescent. (Montclair) (In tract 168)

MRC No. 3—Includes establishments on Washington St., W. Park Pl., and South St. from High St. to Headley Rd., on Speedwell Ave. from N. Park Pl. to Henry St., on Spring St. from Speedwell Ave. to Water, on Pine St. from South St. to Dumont Pl., on Elm from South St. to Franklin St., and on DeHart St., Community Pl., and Madison St. from South St. to Maple Ave. (Morristown, Morris County) (In tracts 436, 437, and 438)

MRC No. 4—Includes the planned center known as "Livingston Mall," bounded by S. Orange Ave., Eisenhower Pkwy., and Walnut St. (Livingston twp.) (In tract 208)

MRC No. 5—Includes establishments in the area bounded by the C. R.R. of NJ, on North Ave. from Central Ave. to Osborne Ave., on E. Broad St. from Elmer St. and Mountain Ave. to North Ave., on Elm St. from Walnut St. to North Ave., and on Prospect St. from Ferris Pl. to North Ave. (Westfield) (In tract 366)

PATERSON-CLIFTON-PASSAIC, N.J., SMSA

MRC No. 1—Includes the planned centers known as "Willowbrook Mall," "Westbelt Mall," and "Westbelt Plaza" bounded by U.S. Highway 46, State Highway 23, and Willowbrook Blvd. (Wayne twp.) (In tract 2463)

MRC No. 2—Includes the planned centers known as "Preakness Shopping Center," "Berdan Shopping Center," "Wayne Hills Mall," and "T-Bowl Shopping Center" and establishments on Paterson-Hamburg Turnpike from Alps Rd. to Church Ln. (Wayne twp.) (In tracts 2460.01 and 2461.03)

MRC No. 3—Includes establishments on U.S. Highway 46 from the west property line of Two Guys to Union Blvd. (Totowa) (In tract 2238)

TRENTON, N.J., SMSA

MRC No. 1—Includes the planned center known as "Princeton Shopping Center" bounded by Grover Rd., Clearview Ave., Harrison St. N., and Terhune Rd. (Princeton twp.) (In tract 42.01)

MRC No. 2—Includes the planned center known as "Lawrence Shopping Center" bounded by Texas Ave., U.S. Highway 1 (Brunswick Pike), Shabakunk Creek, and Princeton Pike. (Lawrence twp.) (In tract 32)

MRC No. 3—Includes the planned center known as "Mercer Mall" at the intersection of Quakerbridge Rd. and U.S. Highway 1. (Lawrence twp.) (In tract 33)

MRC No. 4—Includes the planned center known as "Capital Plaza Shopping Center" bounded by Spruce St., Princeton Ave., North Olden Ave., and Arctic Pkwy. (Ewing twp.) (In tract 34)

MRC No. 5—Includes the planned center known as "Quakerbridge Mall" bounded by U.S. Highway 1, Quakerbridge Rd., and Lawrence Station Rd. (Lawrence twp.) (In tract 33)

VINELAND—MILLVILLE—BRIDGETON, N.J., SMSA

MRC No. 1—Includes the planned centers known as "Delsea Shopping Center" and "Vineland Shopping Plaza" and establishments on Landis Ave. from West St. to Orchard Dr., on Delsea Dr. (Route 47) from Almond St. to Oak Rd., and on South Delsea Dr. to 1055 North Delsea Dr. (Vineland) (In tracts 401, 404, 405 and 409)

MRC No. 2—Includes the planned center known as "Cumberland Mall" bounded by the north and east property lines of the center, Hennis Rd., and South Delsea Dr. (Route 47). (Vineland) (In tract 410)

APPENDIX F. Major Retail Center Delineation by Geographic Areas

[Delineation identification symbols: "CSAC"—Census Statistical Areas Committee, "F"—Bureau of the Census, Field Division, and "N"—no delineation since area had no MRC's in 1977. For definition of each SMSA, see appendix D]

AREA	MRC DELINEATOR
Atlantic City SMSA	CSAC
Jersey City SMSA	CSAC
Long Branch-Asbury Park SMSA	CSAC
New Brunswick-Perth Amboy-Sayreville SMSA	CSAC
Newark SMSA	
Essex County	F
Morris County	F
Union County	F
Somerset County	N
Paterson-Clifton-Passaic SMSA	CSAC
Trenton SMSA	CSAC
Vineland-Millville-Bridgeton SMSA	F

PUBLICATION PROGRAM

1977 CENSUS OF RETAIL TRADE

Publications of the 1977 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for the specific reports may be obtained from any Department of Commerce district office or from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

Advance geographic area data from the 1977 census were issued in press releases. Final detailed statistics are issued in separate paperbound reports. These reports subsequently are assembled and reissued in cloth-bound volumes.

Final Reports

Geographic Area series—52 reports (RC77-A-1 to -52)

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report contains general statistics on number of establishments, sales, payroll, employment, and number of proprietorships and partnerships for the State by detailed kinds of business; and for SMSA's, all counties, and cities with 500 retail establishments or more by kind-of-business detail appropriate to the size of the area. For all cities of 2,500 inhabitants or more and for all counties, in addition to the above census data items for total retail trade, statistics are furnished on number of establishments and sales for the 10 major kind-of-business groups. For each State, 1972 and 1977 comparisons show sales per establishment, sales per employee, payroll per employee, and number of employees per establishment as well as percent changes in sales, payroll, and employment between 1972 and 1977. Also published (for 1977 only) are sales per capita and the number of inhabitants per establishment.

Subject series—2 reports (RC77-S-1 and -2)

The first report (RC77-S-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business, or kind-of-business group, for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented, by kind of business, on the number of establishments, sales, payroll, and employment for the United States.

A miscellaneous subjects report (RC77-S-2) contains data on eating and drinking places, gasoline service stations and liquefied petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

Major Retail Center series—49 reports (RC77-C-1 to -49)

A separate report is being issued for the District of Columbia and each State, except for Vermont and Wyoming which have no SMSA's. Each report presents statistics by varied kind-of-business detail on number, sales, payroll, and employment for retail establishments.

Data are shown for each SMSA in the State, each central city and all other SMSA cities of 50,000 inhabitants or more, each central business district (CBD), and each major retail center (MRC) in the SMSA. Percent change in sales, 1972 to 1977, and percent distribution of 1977 sales are presented by kind of business for CBD's, cities, and SMSA's in areas which have CBD's with 100 or more retail establishments. Maps show the total area covered, define the CBD's, and locate the MRC's in each SMSA.

Merchandise Line Sales—1 report (RC77-L)

A single report is being issued for the United States. Data for States, SMSA's, and the area within the State outside of any SMSA are to be issued on microfiche on a State-by-State basis. Tables present data for each kind of business for employer establishments, and show for each merchandise line the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary data are also provided for the 31 broad merchandise lines asked of all retailers, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

Final Report Volumes

- Volume I. Retail Trade—Summary Statistics. Includes data previously issued in series RC77-S and RC77-L.
- Volume II. Retail Trade—Geographic Area Statistics. Includes data previously issued in series RC77-A.
- Volume III. Retail Trade—Major Retail Centers. Includes data previously issued in series RC77-C.

Microfiche

In addition to microfiche of all "published" retail trade data, some "unpublished" data which are not included in printed reports are available on microfiche.

Computer Tapes

Public-use computer tapes contain the same summary statistics that are found in the published reports. Public-use computer tapes are available for users who wish to summarize, rearrange, or process large amounts of data.

OTHER ECONOMIC CENSUSES REPORTS

Data on wholesale trade, service industries, construction industries, manufactures, mineral industries, enterprise statistics, minority-owned businesses, women-owned businesses, and transportation also are issued as part of the 1977 Economic Censuses. A separate series of reports covers the censuses of outlying areas—Puerto Rico, Virgin Islands of the United States, and Guam. Separate announcements describing these reports are available free of charge from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

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